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**Named CoSIDA Executive Director**

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# 2013 CoSIDA

## OCTOBER E-DIGEST



### Table of Contents . . .

Doug Vance named CoSIDA Executive Director .....	6-7
University of North Dakota honors Lee Bohnet .....	9
La Verne SID William Darity passes away .....	11
CoSIDA and collegiate community mourns loss of Rob Edson ....	12
Seven ways to respond to a negative story .....	15
Five questions with Lawrence Fan of San Jose State .....	17-19
Executives believe PR should oversee social media .....	21
Maximizing your Capital One Academic All-America® nominations .....	23-24
2013-14 Capital One Academic All-America® schedule .....	25
Annual Membership and Convention Totals .....	26
Nomination information for 2014 Special Awards .....	28
All-Time CoSIDA presidents .....	31
CoSIDA Board contact information .....	32

### Supporting CoSIDA >

• Allstate Sugar Bowl .....	13
• ASAP Sports .....	20
• Capital One .....	2
• CBS Sports Network/Stat Crew ...	20
• CoSIDA's "Service Providers" .....	10
• DGD Communications .....	20
• ESPN .....	22
• Fiesta Bowl .....	14
• Fox Sports .....	16
• Heisman Trophy .....	8
• NBA .....	27
• NCAA .....	3
• NewTek .....	27
• NFL .....	16
• Populous .....	14
• Rose Bowl Game .....	26
• SIDEARM Sports .....	5
• Sports Systems .....	13
• Turner Sports .....	14
• XOS Digital .....	8



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# DOUG VANCE

## Named CoSIDA Executive Director

*CoSIDA Members and Colleagues:*

*We are excited to announce that Doug Vance has joined us as CoSIDA's next executive director, effective October 1.*

*Many of you may know Doug from when he served as CoSIDA president, and he has spent the past decade in association management as Executive Director of the Kansas Recreation and Park Association, with all the sponsorship, negotiation, board and committee support and partnership experience that entails. He was elected as chair of the national parks and recreation organization in 2012, a testament to how his peers felt about him in that realm.*

*There were a number of outstanding candidates interviewed, but Doug's combination of communications experience and administrative management is the right fit for CoSIDA as we continue to grow in size and influence. If you know him from when he was on campus at Kansas, Murray State or Austin Peay, then you already know what the search committee learned. If you haven't met Doug, you will quickly find that he has a great heart for athletics communications and the professionals in our business. I am happy to welcome him back home to CoSIDA and look forward to a productive year ahead.*

*Sincerely,*

*Shelly Poe  
Auburn University Assistant AD for Media Relations  
2013-14 CoSIDA President*



Doug Vance, a member of CoSIDA's Hall of Fame and a former president of the organization who has 30-plus years experience in college athletic media relations administration and association management, has been named Executive Director of the College Sports Information Directors of America (CoSIDA). The announcement was made by the CoSIDA Board of Directors.

Vance comes to CoSIDA after serving as the Executive Director of the Kansas Recreation and Park Association (KRPA) since July 2004. He assumed his CoSIDA Executive Director duties on October 1, 2013.

In his CoSIDA position, Vance will provide strategic leadership, have oversight to CoSIDA's initiatives, and manage the daily operations of the 2,900-plus member international organization. In its 57th year, CoSIDA is the national organization comprised of the athletic communications, sports public relations and media relations professionals throughout all levels of collegiate athletics in the United States and Canada.

Vance brings a wealth of experience to his new position. As the Chief Executive of KRPA, he worked closely with the board of directors while managing the administrative, sponsorship and fund raising efforts. He also coordinated external public relations, membership services, education programs, legislative, financial and public policy affairs of the Association. Vance was named as the 2012

national chair of the Council of State Executive Directors, an organization of parks and recreation state association executive directors from across the country.

Prior to his KRPA position, Vance worked 20 years as an administrator in the University of Kansas athletics department. He served 18 years as KU's assistant athletics director for media relations and the final two years as associate athletics director for communications.

"We welcome Doug Vance home to CoSIDA to serve as our next executive director and eagerly look forward to the next chapter of his work with our organization," stated 2013-14 President Shelly Poe of Auburn University who chaired the selection committee. "Our search led us to meet with a number of excellent candidates who think highly of our organization and its members. It's extremely satisfying to see so much enthusiasm for CoSIDA and its future.

"With Doug, he brings back to CoSIDA not only a decade of expertise in association management, but a long-standing love for the communications role in intercollegiate athletics. Having served as the president of two national organizations, Doug's leadership and consensus-building prowess will benefit our members in all divisions as we continue to grow as the strategic communicators for college athletics."

At Kansas, Vance coordinated media relations, marketing, information systems, video services, the KU Athletics Hall of Fame and the athletic e-commerce (KUStore.com) program and was liaison with the University's trademark licensing office and KU's multi-media agreement with ESPN Regional. Vance served as CoSIDA president in 1993-94 and was honored with CoSIDA Hall of Fame induction in 2000.

A resident of Lawrence, Kansas, Vance will be the second executive director in CoSIDA history. He replaces John Humenik who served in that role from March 2008 through May 2013.

"In a sense, I feel like I'm going back home," stated Vance. "I'm extremely grateful to the search committee, the CoSIDA officers and members of the CoSIDA Board of Directors for giving me this opportunity to once again connect with a tremendous organization that was essential in my professional and personal growth for many years.

"CoSIDA is in a much stronger position today because of a commitment from talented leaders who are products of the values and resources this organization offers," Vance concluded. "I'm proud to be in the role of executive director and look forward to partnering with others in helping guide CoSIDA toward greater achievements and continued excellence."

As KRPA executive director, Vance was awarded the KRPA President's Award in 2005, a national honor given for distinguished contributions to the KRPA organization. He is a member of the Governor's Council on Fitness. In partnership with the Kansas Department of Wildlife and Parks, he helped create the Children's Outdoor Bill of Rights and was instrumental in the development of the Kansans for Children in Nature Plan. Vance also initiated and created a tiered sponsorship program and commercial membership package for the association.

Prior to his communications positions at Kansas, Vance served as Sports Information Director at Murray State University (1978-83) and Austin Peay State University (1973-78).

His athletic media relations volunteer work includes serving as a United States Olympic Committee (USOC) Media Volunteer Coordinator during the 1992 Barcelona, Spain Olympics, serving on the NCAA Men's Basketball Final Four Media Coordinating Committee, and serving as the former chair of the Kansas Sunflower State Games Board of Directors. Vance also is the author of one book and the co-author of three others, including "Beware of the Phog, 50 years of Allen Fieldhouse" featuring the history of the University of Kansas basketball facility.

**2014  
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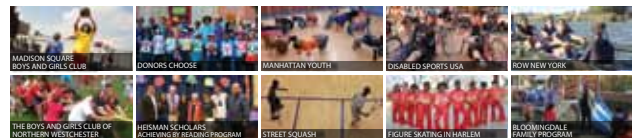
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 ALL YEAR LONG!**

# LEE BOHNET

## Legendary University of North Dakota SID Honored

A pioneer of University of North Dakota Athletics was posthumously honored on September 28 at UND's Big Sky Conference football game against Montana State at Alerus Center.

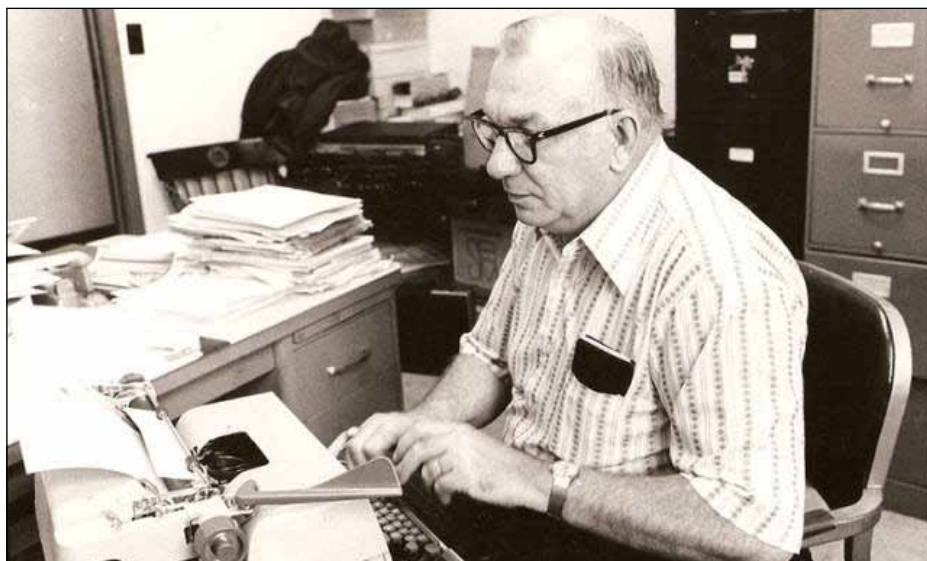
Leland "Lee" K. Bohnet (1923-99), who served as UND's first sports information director from 1953 until his retirement in 1988, had the Alerus Center's football press box dedicated in his name at a ceremony with friends, family and former colleagues in attendance. Bohnet and his family were also recognized on the field at halftime.

Born and raised in Kulm, N.D., Bohnet served in the U.S. Navy during World War II aboard the destroyer U.S.S. Wilkes. He enrolled at UND in 1946 and received a bachelor's degree in journalism in 1951. Upon graduation, Bohnet became a sports writer for the Fargo Forum and later the editor of the Hillsboro Banner. In 1953, Bohnet was hired part-time as UND's first sports information director and was named full-time SID five years later, a position he held until his retirement in 1988.

Bohnet was responsible for publicizing the achievements of UND's student-athletes and coaches for four decades, including the University's first five NCAA championships, and was one of the co-creators of the annual Potato Bowl USA football game. He was a 1974 inductee in to the North Central Conference Hall of Fame, a 1977 inductee into the College Sports Information Directors of America (CoSIDA) Hall of Fame, and a 1981 inductee into the UND Athletics Hall of Fame.

In 1976, Bohnet was the recipient of UND's Honorary Letterwinner Award, and in 1987 he received CoSIDA's Warren Berg Award as the nation's top College Division sports information director. He published the history book "A Century of UND Sports: An Athletics History of the University of North Dakota" in 1994.

Bohnet passed away on Aug. 8, 1999, in Grand Forks.



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# WILLIAM E. DARITY

## University of La Verne announces passing of sports information director

La Verne, CA – William E. Darity, Sports Information Director for the University of La Verne, passed away on Sept. 18, after suffering a heart attack. He was 43.

Darity served as a staff member at La Verne for 18 years, during which time he also earned his master's degree from the University. The unexpected news of his passing stunned the university community.

"This is a tremendous loss to the University of La Verne community and to all who knew Will. I am deeply saddened today and my heart goes out to his entire family," University President Devorah Lieberman said. "Will was not only a dedicated and hard-working staff member serving in his role as our Sports Information Director, but he was greatly admired by all who knew him."

Jim Paschal, longtime La Verne professor and former Leopards coach and Director of Athletics, said, "Will came to the University at a young age with personal and professional dreams and expectations. He was beginning to achieve and accomplish those goals when his time was cut too short."

La Verne Athletics Director Julie Kline added, "This is a devastating loss for our Leopard family. Will Darity was a longtime colleague and friend to so many of us in our department and at the University. Will was passionate about Leopard Athletics, the University of La Verne and serving our students in everything he did every day. He will be greatly missed by all of us."

Darity attended T.C. Roberson High School in Asheville, North Carolina. A lover of sports from an early age, he landed an internship working with the U.S. Olympic Committee in 1993 – the same year he earned his bachelor's degree in journalism and mass communication from the University of North Carolina at Chapel Hill.

From 1994 to 1995, Darity was the sports information assistant at California State University, Northridge, before he joined the University of La Verne as assistant coach for Track & Field and Cross Country. It was during this time in 1995 that he pursued a master's degree in education with a focus in athletics management at La Verne, graduating in 1997.

From 1998 through 2002 he worked as an admissions counselor, academic advisor for CAPA and assistant track coach before assuming the role of sports information director.

Darity was instrumental in helping La Verne's track & field program win four Southern California Intercollegiate Athletic Conference (SCIAC) championships and guiding some of the University's top athletes to the NCAA Division III Championships.

Amid all of Darity's responsibilities at La Verne, he found time to cover high school sporting events and write stories for the Inland Valley Daily Bulletin in Ontario.

Darity touched the lives of many La Verne students, not all involved in intercollegiate athletics. In fact, throughout his career at La Verne, Will frequently taught a course



in the College of Arts & Sciences, The Human Condition (CORE 320).

He was known as someone who genuinely cared about others, especially his students and colleagues.

La Verne baseball coach Scott Winterburn said, "There just isn't a person who loved being a (University of La Verne) Leo more than Will. We have lost a person who is so valuable to us. Will was my friend and I will miss him dearly."

"La Verne Athletics is a close-knit community of students, coaches, staff and alumni," said Provost Greg Dewey. "Today we lost one of our own. Will Darity contributed to this community in so many different ways throughout his life. Losing Will is losing a part of us."

Paul Alvarez, director of the Athletic Training Education Program, said, "Will Darity was completely dedicated to Leopard Athletics, spending countless hours above and beyond his duties. He will be missed as a friend and colleague."

Pat Widloff, professor of Movement and Sports Sciences and Leopards track & field coach, added, "Will was very supportive of the track and field program in many ways. He was one of the few people who really understood the sport. More importantly, he was always there to encourage me in a personal way."

A memorial service celebrating the life of Will Darity, Jr., took place Friday, September 27, 2013 at the SkyRose Chapel at Rose Hills Memorial Gardens and Cemetery, in Whittier, California.

Cards may be forwarded to the family c/o the La Verne Office of the President.

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## ROB EDSON

### CoSIDA joins collegiate athletics in mourning the passing of Rob Edson

CoSIDA joins hundreds in the collegiate athletic world in sending its condolences to the family and friends of Rob Edson, Onondaga Community College Director of Athletics and husband of Sue Cornelius Edson, Syracuse University Assistant Athletics Director/Communications. Edson, 45, who also was a long-time athletics administrator at SU, died unexpectedly on Sept. 14.

Sue Edson was recently honored by CoSIDA with induction into the CoSIDA Hall of Fame in June of 2012. She also received the 2006 Eastern College Athletic Conference-Sports Information Directors Association (ECAC-SIDA) Irving T. Marsh Award for excellence in the field of sports information, and in 2007 she was recognized with the '40 Under 40' honor for her significant contributions in the Syracuse workplace and in the community.

In addition to his wife, Edson also leaves two children, Thomas, 14 and Tracy, 11.



Rob Edson, the athletic director at Onondaga Community College, died suddenly of a suspected heart attack while mowing his lawn September 14. He was 45.

Edson has been OCC's athletic director since 2011. He spent more than 20 years at Syracuse, working his way from intern to senior associate director of athletics for administration and chief financial officer. He graduated from Syracuse in 1990.

"Rob was a tireless worker and an outstanding administrator," Syracuse athletics director Daryl Gross said in a statement. "He had terrific composure regardless of the situation. He was loyal to and loved Syracuse University. We will miss him dearly but will never forget his contributions to making the athletic program better. Our hearts go out to his family as our village will always be there for the Edsons."

Syracuse announced it would create a scholarship in Edson's name that would be awarded to athletes who left the university without getting their degree and come back to earn it. Contributions to the scholarship can be sent to the Orange Club, Manley Field House, 1301 E Colvin St., Syracuse, NY 13244. Put Rob Edson Scholarship Fund in the memo line.

Onondaga Community College officials issued a statement from President Casey Crabill late Sunday morning.

"It is with deep and profound sadness that the Onondaga Community College family has learned of the passing of Rob Edson, who served as the College's Athletic Director since August 2011. Rob was well-known throughout the College and the greater Central New York, regional and national athletics community as a formidable

student-centered advocate who was leading the College's athletics program to even higher levels of success both on and off the field. He continually demonstrated his commitment to building academic success and strong character in his players, and was deeply respected by the athletics community throughout the region and especially the coaches with whom he worked. The entire campus community extends its sincere and heartfelt sympathies to Rob's wife, children and family on this devastating loss."

In May, Edson won OCC's 2013 Trustees Professional Administrators Award after less than two years as athletics director.

#### Memorial Contributions and Scholarships to Honor Edson

Donations may be made in Rob's name to the American Heart Association.

Scholarships in Edson's name are being established at Onondaga Community College and Syracuse. Syracuse has announced it would create a scholarship in Edson's name that would be awarded to athletes who left the university without getting their degree and come back to earn it. Contributions to the scholarship can be sent to the Orange Club, Manley Field House, 1301 E Colvin St., Syracuse, NY 13244. Please put Rob Edson Scholarship Fund in the memo line.

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# SEVEN WAYS to respond to a negative story

By Brad Phillips

Author, *The Media Training Bible*

I'm occasionally asked whether it's ever appropriate to "freeze a reporter out," or refuse to speak to him again. Whenever I hear that, I immediately think of a scene out of *The Godfather* or *Fatal Attraction*, complete with horse's head and boiled bunny. I imagine frustrated interviewees suddenly appearing as caped crusaders, exacting their revenge on unfair journalists by "rubbing them out."

Think hard before you do that. Freezing a reporter out is a dramatic step that often backfires. After all, you probably think a company is guilty when a newscaster says, "We contacted representatives from the Huge Corporation, but they refused to return our phone calls."

Before blacklisting a reporter, consider these remedies:

## 1. Take 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 find it flawed. Ask neutral parties to read, listen to, or watch the story and give you their feedback. You may be surprised to find that the message you hoped would get through to the audience did, indeed, get through.

## 2. Talk to the reporter:

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). When you speak, remain polite regardless of the response. You will get a better reaction to a discussion about objective factual errors than subjective differences of opinions, but you're welcome to make your case if you believe their view lacks perspective. If they've gotten a key fact wrong, you're entitled to request a correction.

## 3. Write a response:

You may have forums available to you for a response, such as a letter to the editor, an op-ed, or a website's comments section. Don't repeat the original errors in your response, since doing so gives those errors more airtime. Just articulate your view.



## 4. Speak to the editor:

If you've gotten nowhere with the reporter, you can raise your objections with the reporter's boss. Who knows? You may be the fourth person to complain about the same reporter in the past week. There is a downside here, though—no one likes to be complained about, and the reporter may take it out on you with even less favorable news coverage in the future.

## 5. Respond with statements only:

If it's clear that the news organization is irrevocably biased against your company, you have two choices: cut off all access for future stories or respond to subsequent inquiries from that news organization with precision. I usually recommend the latter, which means sending a short written statement in response to future queries. That brief statement prevents the reporter from saying you refused to comment, and gives you more control over the quote.

## 6. Cut off all access:

The only time I ever recommend cutting off all access is when there is nothing to be gained by speaking to the reporter. Those cases may exist, but they're rare. Most of the time, good media management means finding solutions to working with journalists, not avoiding them altogether.

## 7. Use online and social media:

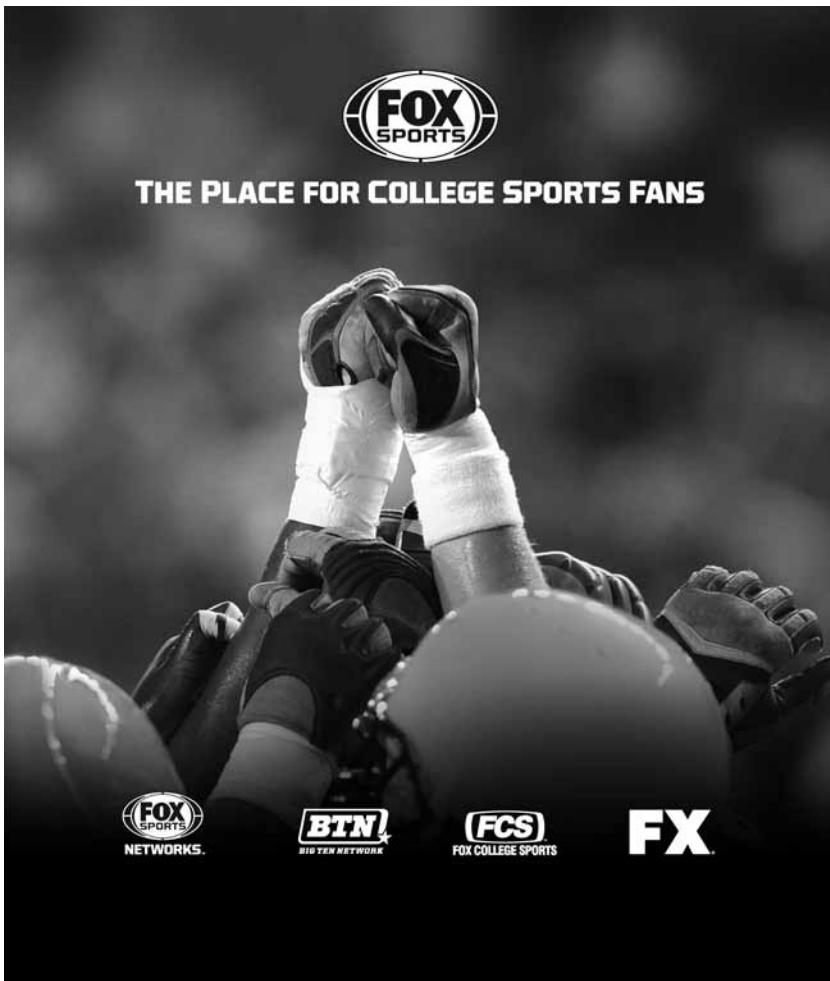
Cutting off access to a news outlet doesn't mean you stop communicating. Use online and social media to continue communicating with your key audiences through all available channels, including your company website and blog, and your corporate social media accounts.

***Brad Phillips is the author of *The Media Training Bible: 101 Things You Absolutely, Positively Need to Know Before Your Next Interview*. He also writes the world's most-visited media training website, *Mr. Media Training*.***

Follow him on Twitter (@mrrmediatraining)



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# FIVE

## *Questions . . .*

### *With Lawrence Fan*

*Athletics Media Relations Director, San Jose State University*

- 2013 CoSIDA Trailblazer Award recipient
- 2012 CoSIDA Hall of Fame inductee
- 2012 CoSIDA Arch Ward Award recipient

by Larry Happel, Central College

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

The short answer is four schools, in three different time zones covering NCAA Divisions I through III and the NAIA. As a Western Illinois University graduate student, my first job turned out to be the Frostburg State College SID for a semester. It was back to Western Illinois for a quarter as a volunteer, two years at La Salle College in Philadelphia and the last 33-plus at San José State.

The list of influential SIDs is lengthy. Without the support and encouragement of current Missouri Valley Conference commissioner Doug Elgin who preceded me at Frostburg State, my career likely would have taken a different path. I had the privilege to work for CoSIDA Hall of Famer Larry Heimburger while finishing my master's degree at Western Illinois. Former James Madison and Virginia SID Rich Murray, Boston University's Ed Carpenter, Bob Smith at Rutgers and ABC-TV's Donn Bernstein were among those I met in my first year in the business that offered an even-keeled and/or enthusiastic perspective on the road ahead.

With a master's degree in hand, a year's experience and an uncertain job market, the La Salle College SID job in



Philadelphia opened up in late August 1978. It was as good a first full-time job for anybody then. My boss, the late Bob Lyons, once was an SID and a beacon of light in Philadelphia sports circles. Temple legend Al Shrier made sure I stayed out of trouble at Big Five basketball doubleheaders held the Palestra. CoSIDA Hall of Famer Herb Harnett at Penn; Andy Dougherty, Larry Dougherty's dad, at St. Joseph's; Ted Wolff at Villanova; and John Nash and Dan Baker with the Big Five, made the City of Brotherly Love a place to be. Bob Moore, who went on to a lengthy career as the Kansas City Chiefs public relations director, came on the scene, too, at Drexel.

I must add in the people I met through ECAC-SIDA. Dick Page of the University of Massachusetts offered one of the best nuggets of advice for a SID of any generation – always save something, anything, out of every paycheck.

The San José State job opened up in the spring of 1980 offering the opportunity to return to the West Coast. The person who would take that job would be the third SID in less than 18 months. In 33-plus years, Langston Rogers, Dave Schulthess, Joyce Aschenbrenner, Rosa Gatti, Max Corbet, Bob Rose, Tim Tessalone, Tom Odjakjian, John Humenik, Steve Hellyer, Dennis O'Donnell, Eric McDowell, Dennis Farrell, Jody McRoberts, Paul Jensen, Stacey King, Fred Nuesch, Dave Wohlhueter, Barb Kowal, Bob Vasquez, Jim Young, Sam Goldman and Jim Seavey are among many who offered friendship, encouragement, assistance, counsel and advice.

**2. Your name has become synonymous with CoSIDA's job seekers listings. You probably didn't realize that when you became a part of the Job Seekers Committee that it would turn into a lifetime appointment. How did all of that evolve and why do you continue to remain so heavily involved?**

Being asked to manage the Job Seekers program was an honor. At workshops as a young SID, I would look at the bulletin boards and feel thankful that I had a job given my experience in relation to many job seekers. Then, there were a few occasions in the 1980's when I had the opportunity to hire an assistant.

I was riding an escalator at the Chicago Marriott in 1994 when then CoSIDA president the late George Wine and Rick Brewer stopped me to discuss the possibility of invigorating the Job Seekers program. With the provision that Dave Young of Miami of Ohio would be vice-chair, I accepted.

There are many loyal and devoted committee members through the years who made the Job Seekers program efficient and effective. Providing opportunities for hundreds of people interested in this profession is very rewarding for us and is one of CoSIDA's lifelines for future growth.

It is heart-warming to be remembered for contributing to a career path. Just recently, I worked on a project with Jacksonville Jaguars public relations director Ryan Robinson. He told me that he attended the Spokane CoSIDA in 1998, participated in Job Seekers and accepted a job offer there that led to more experiences all the way up to his present position in the NFL today.

**3. You were obviously a job seeker yourself many years ago. What was that like as a minority back then? Are the challenges for minorities in athletics media relations much the same today or have they changed?**

There are big differences for a job seeker of any persuasion today versus the 1970's and 1980's. The first is information is much more widely available. Back then; there were employers that preferred a word-of-mouth search. There were job opportunities that came to the public eye after an application deadline. That was frustrating. Today, through services like the CoSIDA Career Center email service, [www.cosida.com](http://www.cosida.com), social media platforms and more, one can get frequent updates on available job offerings.

Another for today's job seeker is embracing an online application process. Job seekers no longer need to budget for postage or worry about running out of hard copy work samples. Creating pdf documents with simple navigation is just as important as an effective resume.

A third is the opportunity to serve as a graduate assistant or a paid intern. Before I started, the SID was fortunate to have one full-time assistant and maybe some paid hourly student assistants. About half of our job opportunities today, which average around 300 a year, are for fixed-term positions such as internships and graduate assistants.

Another is job seeking no longer is limited to the summer months. It's literally year-round with ebbs and flows of people taking new jobs, positions expiring and jobs coming available. If one is interested or is ready for the next step professionally, being ready year-round is essential.

I don't think I was viewed as a SID who was part of a minority class 35 years ago. I think I was viewed based on an employer's expectations and projections and my job performance. Back then, women were beginning to show an interest in SID work and there were few minorities whether they were male or female.

My generation benefitted from the enactment of Title IX. Employers embraced a willingness to hire women and the underrepresented class, but the growth of women and minority participation as the leadership SID at a college or university through the years is very incremental.

Dr. Richard Lapchick's recent studies for The Institute for Diversity and Ethics in Sport report "...the SID position is one of the least diverse positions in all of college sport..." There are more women and minorities in the profession, but the number and/or percentage in managerial roles is not reflective of the general population nor of any measure of participation rates in college athletics or sports. The NCAA and NACDA are among those that sponsor ethnic and minority grant programs, but collectively we must identify means to encourage participation by underrepresented classes.

We are professionals in a non-traditional occupation. People aren't attracted to this type of job in the same way as a coach, a teacher, a doctor, a lawyer, an engineer, an actor, a professional athlete or a sportscaster. I think that contributes some to the lower participation rates by the underrepresented classes despite more job opportunities and more segmentation in today's market.



**4. What advice do you have for job seekers—for minorities as well as for others? And is attending the CoSIDA Convention still beneficial for job seekers the way it was 25 years ago or has that all changed in the digital age?**

Some of the biggest changes with job seeking in sports information are a greater number of jobs available, easier access to job listings, the year-round activity of job seeking instead of being limited to the spring and summer months and the applicant pools are disproportionately large. Also, there is more involvement with a human resources department versus face-to-face interactions between an employer and the job seeker. Uploading a resume, completing an online application and contact a human resources department is more today's standard than reaching out directly to the SID with the job opening.

There are too many qualified people applying for positions. Applicant pools are too large and the glass ceiling for a number of professionals is too low. For online applicants, uploading and providing clear and concise information is crucial to advance past the human resources department that may be screening applicants.

Moving ahead to the offer stage, an employer may offer a salary for what the job seeker is worth, but not really representative of the employee's value to the institution. Worth and value are two different concepts. One of my lasting memories from an undergraduate class in wage theory is your value to the organization should be a minimum of twice your salary. Otherwise, you are getting paid too much.

Depressed salaries or wages remain an issue in our industry. There are too many examples of people who are capable of excelling in managerial positions, but seek other employment because of lifestyle changes or an inadequate compensation package.

Another significant change in job seeking at today's CoSIDA Convention is past SIDs once had the authority to hire at a workshop. With the expense of attending a CoSIDA Workshop, I wish there was a way for job seekers to leave with a job in hand. So, the Job Seeker Committee tailors its approach at CoSIDA to get the two sides of the table together as best as possible. And, we also are in the mentoring business for those that want help critiquing resumes or advice on the next step in the job seeking process.



**Fan interviewed by Kent Brown of Illinois upon receiving the Trailblazer Award at the 2013 CoSIDA Convention in Orlando.**

**5. As you've sifted through hundreds of job opportunities, some might say it's ironic that you've never come across one that's lured you away from San José State. What has kept you there and what keeps you in the profession?**

When I took the San José State job, I figured five years would be a good tenure before thinking about the next job. Being close to home, a part of enough wins and other forms of success, having players, coaches, administrators and local, regional and national media people around who believed I was doing a good job, are reasons to keep going here. With continued good health and assimilating effectively the constant changes that face us today, I can keep going.

And, interacting daily with 18-23 year olds definitely is a way to stay young. It won't be long before I could be seeing third-generation student-athletes. There are quite a few athletes to whom I've said, "I remember your mom or dad as a college athlete..."

When their parents stop by, it's "...You're still here!"

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## Survey: More executives believe PR should oversee social media activities

Who should manage a company's social media presence?

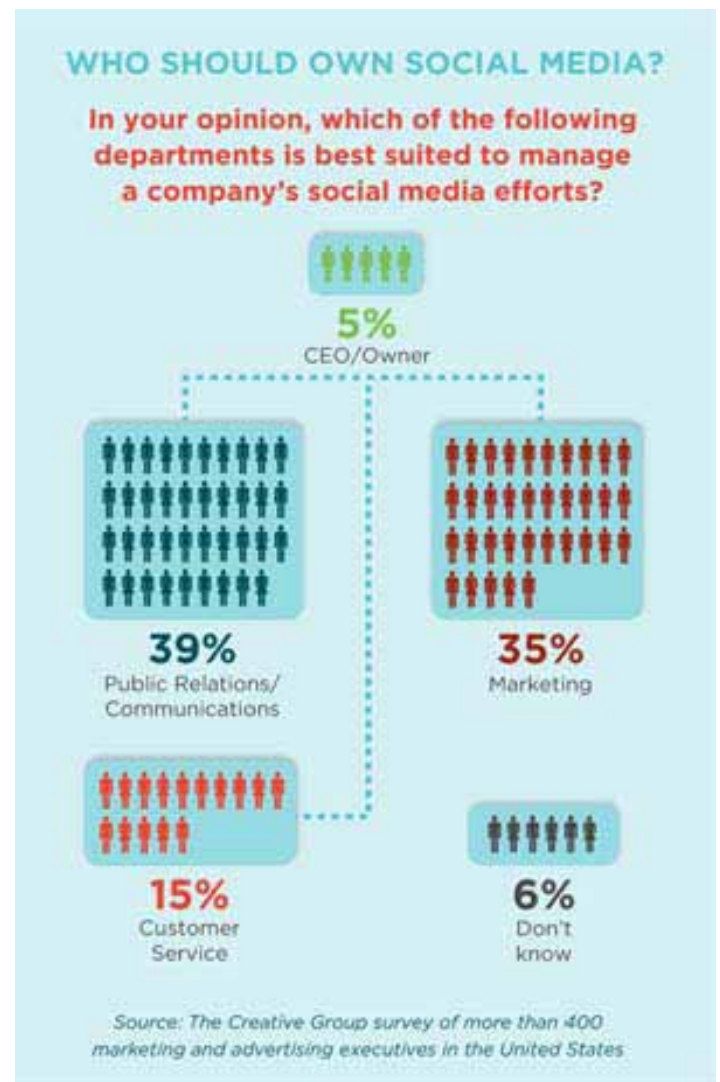
It's a tough question, according to a new survey by The Creative Group.

When researchers asked advertising and marketing executives which department is best suited to oversee an organization's social media efforts, 39 percent of respondents said public relations/communications and 35 percent said marketing. Only 15 percent said customer service, and 5 percent said the CEO/owner.

(View an infographic of the research highlights at right.)

Based on the results of separate research, the Creative Group offers four tips to help companies delegate social media activities:

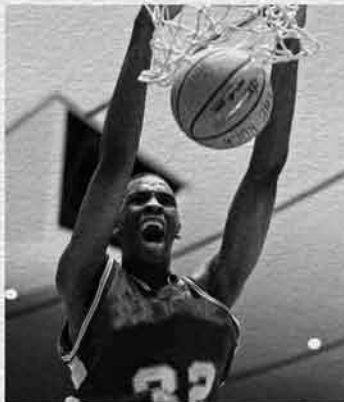
- 1. Make it a group effort.** Create cross-department working groups to manage social media activities, leveraging the strengths of different teams.
- 2. Scout for internal talent.** Identify current employees who have expressed an active interest in social media and can help drive the effort — whether from a strategy, execution or maintenance standpoint.
- 3. Communicate best practices to all employees.** Equip all employees with company social media guidelines and best practices: They may become your company's strongest brand ambassadors, even if they're tweeting and posting from a personal versus corporate account.
- 4. Bring in reinforcements.** Bringing in skilled freelancers who have experience developing, launching and managing social media campaigns to help alleviate the workload and provide outside expertise.





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# Maximizing Your Academic All-America® Nominations

By Jim Seavey, Associate Chair, CoSIDA Academic All-America® Committee

Think of the changes that have taken place in the nominating process for The Capital One Academic All-America® Program, as selected by CoSIDA, over the years. The ballpoint pen was ultimately replaced by the typewriter, which has since yielded to the almighty computer, and what was once a paper-driven process has simplified to a data processing system, resulting in unprecedented growth and expansion of the program over the last eight years.



And while this advent of technology has made things easier, it has put an onus on the nominating member to pay particular attention to high-light background items about his/her candidate that voters will take most note of. The 500-character limit is not a long one, so here are some tips to make your nominee stand out above the crowd:

## DO'S...

**\*If your student-athlete has been chosen to an Academic All-America® national or district team in past years, make sure that is the FIRST thing you place in your nominee's bio** (i.e., 2012 CoSIDA Capital One Academic All-America® Third Team or 2011 CoSIDA Capital One Academic All-District). Experience has shown over the years that voting members at both the district and national levels are more likely to choose a "repeat" honoree.

**\*Abbreviate whenever possible.** Your fellow SID's are very intelligent and can figure out that Dill means Division III—they can also ascertain that if you are referring to the NE-10 or the MASCAC, that they are conference affiliations.

**\*Highlight MAJOR athletic awards first**, i.e., All-America, All-Conference, etc. These awards carry major weight when considering your nominee's athletic accomplishments.

**\*Highlight MAJOR academic awards, but use caution** on placing items such as "Dean's List" near the top of your nomination. Those items are better suited towards the end of your nomination bio.

**\*List or highlight any interesting human interest facts about your nominee.** Voters are always looking for those factoids and that sometimes can swing a vote or two in your candidate's direction. For example, if you have a player who has overcome a significant injury or has had another event take place that has affected his/her career, make sure that is noted in your bio.

**\*Highlight championships won and any pertinent statistical notes.** Team accomplishments carry as much weight as individual performance, so if your nominee played a role in leading his or her team to a conference, regional or national title, make sure that information is prominently placed in your bio information. If your nominee ranks among the national leaders in a statistical category, frame it with a quick hitter, i.e., "leads Dill in caused turnovers and ground balls".

**\*Contact your colleagues or members of the Academic All-America® Committee if you have a question or problem that can be solved.**

# DO NOT'S...

**\*Do not use your nominee's first, last or combination of both names in your bio materials** - it wastes valuable space. For example, do not begin a nomination form with "John Smith has been very valuable member of the men's tennis team at State Tech".



**\*Do not use phrases** such as "John Smith is a great kid who works hard every day at practice and in a game" or "Jenny Jones is a fine example of the students we have here at Valley A&M." Again, it wastes valuable space and is usually not very well received by voting members. Plus, it is an assumed fact that any nominee for the Academic All-America® program is an outstanding representative of your institution.

**\*Do not bog down your nomination with loads and loads of statistics-edit them down to a manageable number and make them meaningful.** For example, do not use "Has posted career averages of 19.7 points, 8.9 rebounds, 4.2 assists and 2.9 blocks that rank ninth, 10th, 12th and 14th all-time in school history." A better use of space would be to say "ranks in school's top 15 in four career categories."

**\*Do not overstate your nominee's multiple honors.** It's a waste of space if you write "2012 MAS-CAC second-team all-conference, 2011 MASCAC first-team all-conference, 2010 MASCAC second-team all-conference" when you can just say "3X all-MASCAC".

**\*Do not understate your nominee's multiple honors.** If your student-athlete has been on the Dean's List all seven semesters of matriculation, then write "Dean's List seven times" or, if there is space, "Dean's List all seven semesters".

**\*Do not refer to any other organization's All-Academic team as an Academic All-America® honor.** For example, if you have a cross country nominee who was named to the Coaches' Association All-Academic Team, do not write in his/her bio that he/she was named to the "USTCCCA Academic All-America Team." Remember, CoSIDA and Capital One sponsor the only sanctioned Academic All-America® Program with that particular tag.

**\*Do not hesitate to contact your colleagues or members of the Academic All-America® Committee if you have a question or problem that can be solved.**

# 2013-14 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. 1	Tues. Oct. 8	Tues. Oct. 8	Thu. Jan. 2	Tues. April 1	Tues. April 15	Tues. April 29
<b>Nomination Deadline</b>	<b>6 p.m. ET Tues. Oct. 15</b>	<b>6 p.m. ET Tues. Oct. 22</b>	<b>6 p.m. ET Tues. Oct. 22</b>	<b>6 p.m. ET Tues. Jan. 14</b>	<b>6 p.m. ET Tues. April 15</b>	<b>6 p.m. ET Tues. April 29</b>	<b>6 p.m. ET Tues. May 13</b>
DCs Finalize Ballots	Fri. Oct. 18	Fri. Oct. 25	Fri. Oct. 25	Fri. Jan. 17	Fri. April 18	Fri. May 2	Fri. May 16
<b>District Voting Deadline</b>	<b>6 p.m. ET Tues. Oct. 29</b>	<b>6 p.m. ET Tues. Nov. 5</b>	<b>6 p.m. ET Tues. Nov. 5</b>	<b>6 p.m. ET Tues. Jan. 28</b>	<b>6 p.m. ET Tues. April 29</b>	<b>6 p.m. ET Tues. May 13</b>	<b>6 p.m. ET Wed. May 28</b>
Academic All-District® Team Release Date	noon ET Thurs. Oct. 31	noon ET Thurs. Nov. 7	noon ET Thurs. Nov. 7	noon ET Thurs. Jan. 30	noon ET Thurs. May 1	noon ET Thurs. May 15	noon ET Thurs. May 29
Updating Deadline for First-Team All-District Selections	noon ET Mon. Nov. 4	noon ET Mon. Nov. 11	noon ET Mon. Nov. 11	noon ET Mon. Feb. 3	noon ET Mon. May 5	noon ET Mon. May 19	noon ET Mon. June 2
NC OKs National Ballot	Tues. Nov. 5	Tues. Nov. 12	Tues. Nov. 12	Tues. Feb. 4	Tues. May 6	Tues. May 20	Tues. June 3
National Ballot Voting Deadline	<b>6 p.m. ET Tues. Nov. 12</b>	<b>6 p.m. ET Tues. Nov. 19</b>	<b>6 p.m. ET Tues. Nov. 19</b>	<b>6 p.m. ET Tues. Feb. 11</b>	<b>6 p.m. ET Tues. May 13</b>	<b>6 p.m. ET Tues. May 27</b>	<b>6 p.m. ET Tues. June 17</b>
AAA Teams to Publicity Group	Wed. Nov. 13	Wed. Nov. 20	Wed. Nov. 20	Wed. Feb. 12	Wed. May 14	Wed. May 28	Wed. June 18
Academic All-America® Team Release Date(s)	<b>noon ET</b> Th. Nov. 21 (C) F. Nov. 22 (3) M. Nov. 25 (2) T. Nov. 26 (1)	<b>noon ET</b> M. Dec. 2 (C) T. Dec. 3 (3) W. Dec. 4 (2) Th. Dec. 5 (1)	<b>noon ET</b> M. Dec. 9 (C) T. Dec. 10 (3) W. Dec. 11 (2) Th. Dec. 12 (1)	<b>noon ET</b> M. Feb. 17 (C) T. Feb. 18 (3) W. Feb. 19 (2) Th. Feb. 20 (1)	<b>noon ET</b> SB BA M. 5/19 (C) T. 5/27 T. 5/20 (3) W. 5/28 W. 5/21(2)Th. 5/29 Th. 5/22 (1) F. 5/30	<b>noon ET</b> M. June 2 (C) T. June 3 (3) W. June 4 (2) Th. June 5 (1)	<b>noon ET</b> M. June 23 (C) T. June 24 (3) W. June 25 (2) Th. June 26 (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 8, 2013



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**CoSIDA ANNUAL MEMBERSHIP, CONVENTION ATTENDANCE**

Year	Site	Membership	Convention	Year	Site	Membership	Workshop
2013	Orlando	2954	852	1993	Atlanta	1810	987
2012	St. Louis	2786	859	1992	Lexington	1706	989
2011	Marco Island	2862	727	1991	San Francisco	1669	915
2010	San Francisco	2497	614	1990	Houston	1627	947
2009	San Antonio	2563	553	1989	Washington, D.C.	1467	1122
2008	Tampa	2397	832	1988	Kansas City	1361	855
2007	San Diego	2216	920	1987	Portland	1426	701
2006	Nashville	2143	726	1986	Nashville	1360	836
2005	Philadelphia	1946	783	1985	Boston	1341	904
2004	Calgary	1961	496	1984	St. Louis	1304	714
2003	Cleveland	1954	780	1983	San Diego	1170	610
2002	Rochester	1888	748	1982	Dallas	1077	651
2001	San Diego	1877	1065	1981	Philadelphia	984	639
2000	St. Louis	1855	980	1980	Kansas City	944	495
1999	Orlando	1839	1195	1979	Chicago	593	458
1998	Spokane	1812	609	1978	Atlanta	510	415
1997	New Orleans	1825	1060	1977	Los Angeles	550	312
1996	Boston	1803	1056	1976	Cincinnati	671	335
1995	Denver	1772	903	1975	Houston	623	303
1994	Chicago	1804	1030				



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# NOMINATE TODAY FOR 2014 SPECIAL AWARDS

Nominations for CoSIDA's annual special awards are now accepted year-round at [www.cosida.com](http://www.cosida.com). You may nominate online for all of CoSIDA's 15 special award categories with a deadline for the 2014 awards of **JANUARY 31, 2014 (Midnight ET)**.

Under the drop down Membership link at [www.cosida.com](http://www.cosida.com), go to Special Awards Online Nomination/Voting to begin the nomination process.

## NOMINATE TODAY.

### CoSIDA Special Award Descriptions

#### CoSIDA HALL OF FAME

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

#### 25-YEAR AWARD RECIPIENTS

The CoSIDA 25-Year Award is presented to members who have completed 25 years in the profession.

#### ARCH WARD AWARD RECIPIENTS

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

#### WARREN BERG AWARD RECIPIENTS

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

#### JAKE WADE AWARD RECIPIENTS

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

#### BOB KENWORTHY COMMUNITY SERVICE AWARD RECIPIENTS

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

#### LESTER JORDAN AWARD RECIPIENTS

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

#### DICK ENBERG AWARD RECIPIENTS

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

#### KEITH JACKSON ETERNAL FLAME AWARD RECIPIENTS

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

#### TRAILBLAZER AWARD RECIPIENTS

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

#### BUD NANGLE AWARD

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

#### RISING STAR AWARD RECIPIENTS

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

#### CoSIDA LIFETIME ACHIEVEMENT AWARD RECIPIENTS

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

#### CoSIDA DISTINGUISHED SERVICE AWARD RECIPIENTS

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

#### BILL ESPOSITO BACKBONE AWARD RECIPIENTS

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





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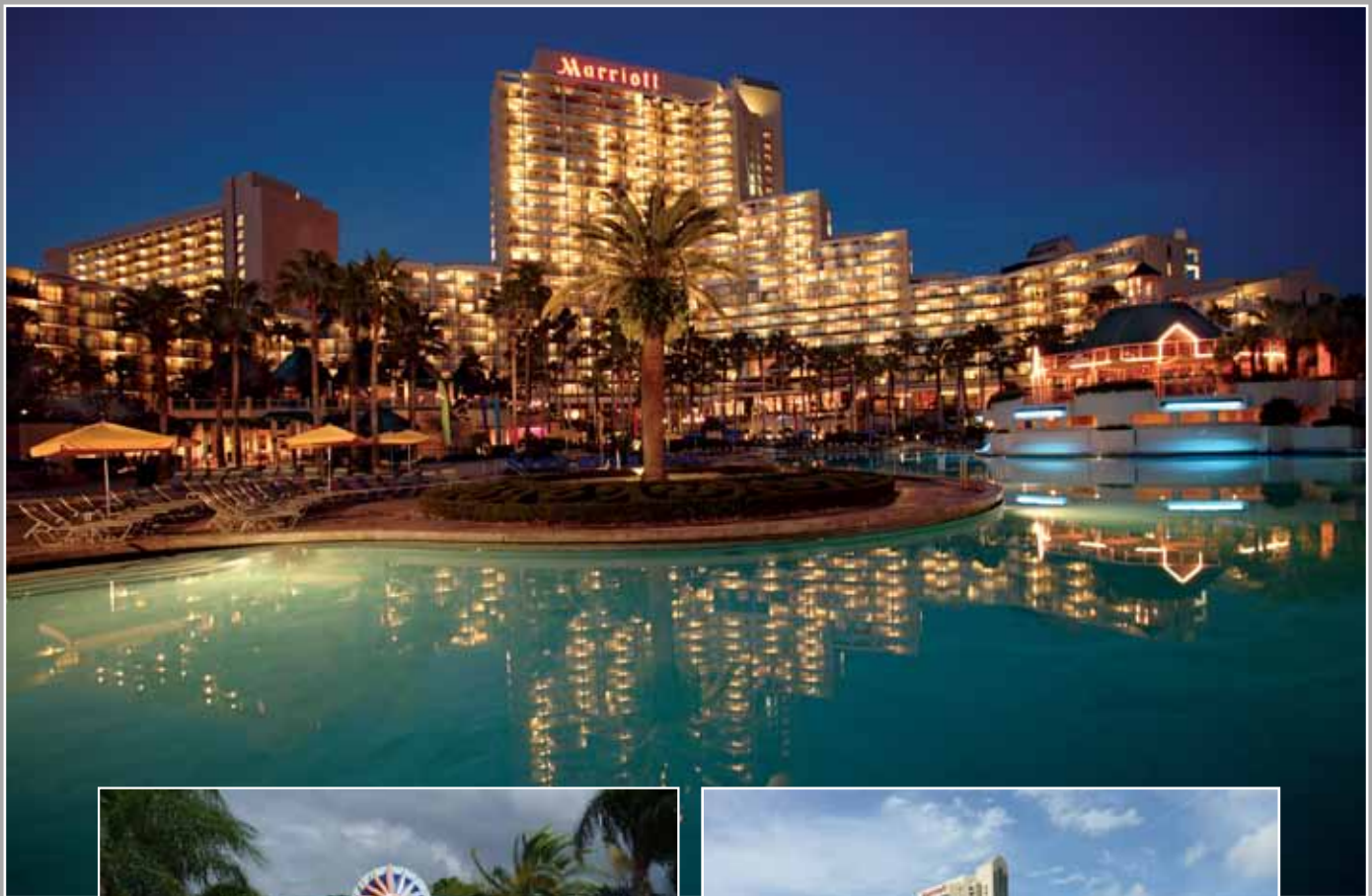


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**June 8-11, 2014  
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 2011-12 Tom Di Camillo Pacific West Conference & Central Arizona College  
 2010-11 Larry Dougherty Temple  
 2009-10 Justin Doherty Wisconsin  
 2008-09 Nick Joos Baylor  
 2007-08 Charles Bloom Southeastern Conference  
 2006-07 Doug Dull Maryland  
 2005-06 Joe Hernandez Ball State  
 2004-05 Rod Commons Washington State  
 2003-04 Tammy Boclair Vanderbilt  
 2002-03 Alan Cannon Texas A&M  
 2001-02 Pete Moore Syracuse  
 2000-01 Fred Stabley Jr. Central Michigan  
 1999-00 Max Corbet Boise State  
 1998-99 Maxey Parrish Baylor  
 1997-98 Pete Kowalski Rutgers  
 1996-97 Jim Vrugink Purdue  
 1995-96 Rick Brewer North Carolina  
 1994-95 Hal Cowan Oregon State  
 1993-94 Doug Vance Kansas  
 1992-93 Ed Carpenter Boston University  
 1991-92 George Wine Iowa  
 1990-91 June Stewart Vanderbilt  
 1989-90 Arnie Sgalio Big Sky Conference  
 1988-89 Bill Little Texas  
 1987-88 Bob Smith Rutgers  
 1986-87 Roger Valdiserri Notre Dame  
 1985-86 Jack Zane Maryland  
 1984-85 Nordy Jenson Western Athletic Conference  
 1983-84 Bill Whitmore Rice  
 1982-83 Howie Davis Massachusetts  
 1981-82 Nick Vista Michigan State  
 1980-81 Langston Rogers Delta State  
 1979-80 Dave Schulthess Brigham Young  
 1978-79 Don Bryant Nebraska  
 1977-78 Bob Peterson Minnesota  
 1976-77 Bill Esposito St. John's  
 1975-76 Bob Bradley Clemson  
 1974-75 Hal Bateman Air Force  
 1973-74 Jones Ramsey Texas  
 1972-73 Jim Mott Wisconsin  
 1971-72 Dick Page Massachusetts  
 1970-71 Elmore Hudgins Southeastern Conference  
 1969-70 Harry Burrell Iowa State  
 1968-69 Tom Miller Indiana  
 1967-68 Bill Young Wyoming  
 1966-67 Marvin Francis Wake Forest  
 1965-66 Bob Culp Western Michigan

1965-66 Val Pinchbeck Syracuse  
 1964-65 Harold Keith Oklahoma  
 1963-64 Warren Berg Luther  
 1962-63 Bob Hartley Mississippi State  
 1961-62 John Cox Navy  
 1960-61 Marty Reisch Air Force  
 1959-60 Wilbur Evans Southwest Athletic Conf.  
 1958-59 Fred Stabley Sr. Michigan State  
 1957-58 Ted Mann Duke

**CoSIDA's**  
**58th**  
**President**  
**(2013-14)**  
 \*  
**Shelly**  
**Poe**  
**Auburn**  
**University**



2012-13 CoSIDA President Joe Hornstein of Florida International (FIU) was presented a plaque of appreciation for his contributions to the organization.

*Contact Information*  
**THE 2013-14 CoSIDA BOARD OF DIRECTORS**

<b>Office</b>	<b>Name</b>	<b>Office Phone</b>	<b>Email</b>
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At-Large Representative	Chevonne Mansfield Southeastern Conference	(205) 458-3000	cmansfield@sec.org
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