

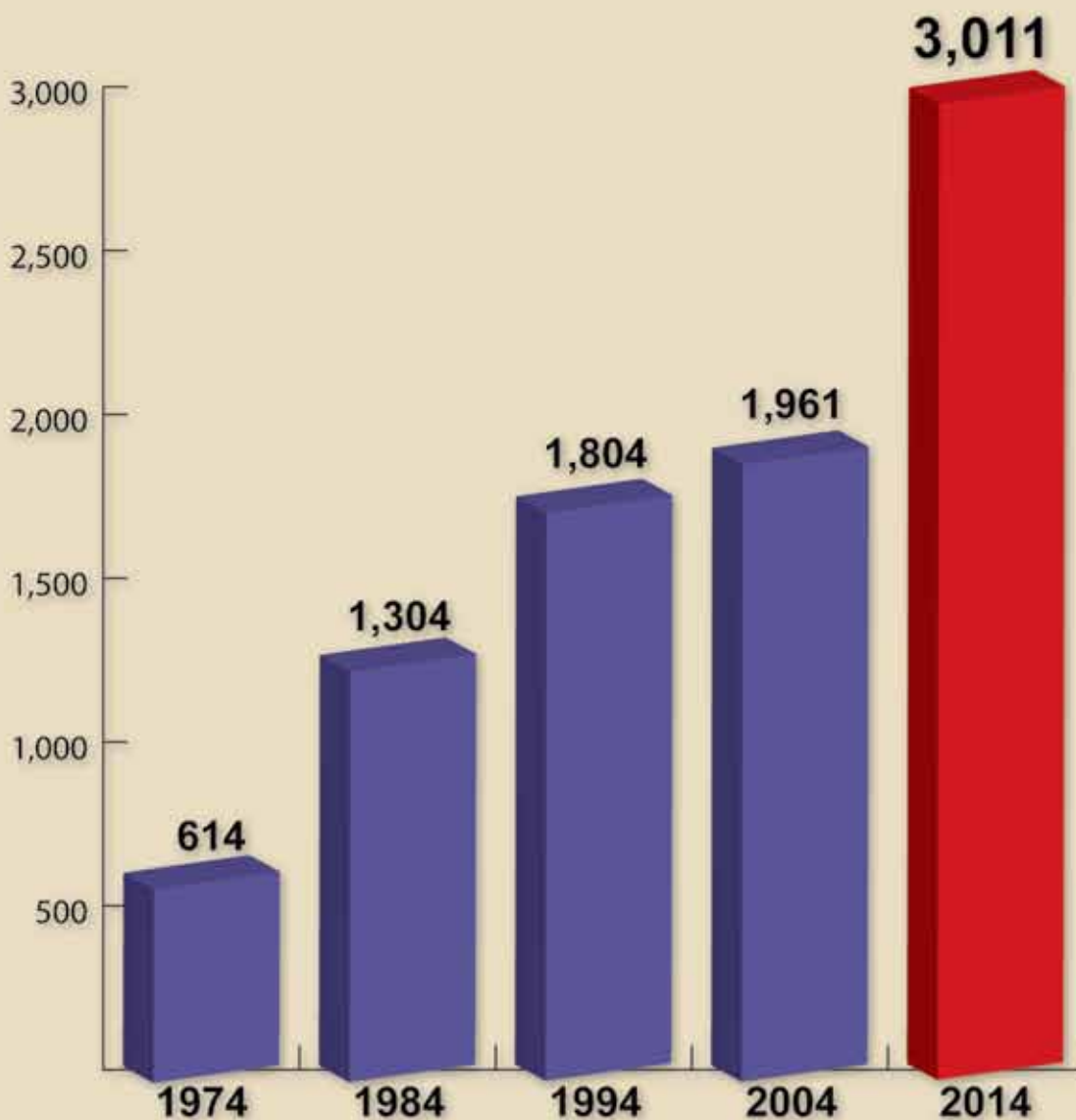
**COLLEGE SPORTS  
INFORMATION DIRECTORS OF AMERICA**

# CoSIDA

***Strategic Communicators for College Athletics***

## **MEMBERSHIP RECORD**

CoSIDA at 3,011



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# 2013 CoSIDA

## NOVEMBER E-DIGEST



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# MEMBERSHIP RECORD

## CoSIDA at 3,011



After surpassing its single-year association membership record in mid-October, CoSIDA has now eclipsed 3,000 members for the first time in the association's 56-year history.

The current total for 2013-14 of 3,011 members breaks the record of 2,954 set just last year. As of Nov. 4, CoSIDA boasted 2,491 active members, 359 student members, 36 associate members, 77 lifetime members and 38 others. Of those numbers, 1,519 members are from Division I institutions, with 465 from Division II, 584 from Division III, 207 from the NAIA, 16 from Canadian schools, 26 from two-year institutions and 184 non-affiliated members.

The 3,000th and 3,001st CoSIDA members for 2013-14 are Kathy Lynch, Assistant Director of Athletics/SID at Framingham State University and Phil Hunt, SID/Head Coach, Men's Basketball at Harris-Stowe State University. Their memberships were received Nov. 2.

Established in 1957, CoSIDA membership first surpassed 1,000 in 1982 and 2,000 in 2006 and has now grown by another 1,000 members in just 7 ½ years. CoSIDA is the second-oldest and the largest management association in all of collegiate athletics.

College athletics communications professionals must be current CoSIDA members to nominate deserving student-athletes and vote for Capital One Academic All-America teams at <http://www.cosida.com/Awards/allamerica.aspx>.

"Setting a record for membership is just another exciting reminder of all that's happening with CoSIDA," said Shelly Poe, 2013-14 CoSIDA President and Assistant Athletic Director at Auburn University. "It's wonderful to have more than 3,000 members, and it's a great time for each of them to become involved in supporting our profession and the people in it. If you need a place to start that involvement, please nominate your deserving student-athletes for Capital One Academic All-America honors and vote for the teams as well!"

**Membership for 2013-14 is available through Jan. 31, 2014, at:**  
[http://www.cosida.com/About/2013\\_14\\_memberbenefits.aspx](http://www.cosida.com/About/2013_14_memberbenefits.aspx)

**For more information regarding CoSIDA membership and related benefits, contact Will Roleson, Director of Internal Operations/Treasurer at [willroleson@cosida.com](mailto:willroleson@cosida.com).**

### CoSIDA ANNUAL MEMBERSHIP

Year	Membership
<b>2014</b>	<b>3011</b>
2013	2954
2012	2786
2011	2862
2010	2497
2009	2563
2008	2397
2007	2216
2006	2143
2005	1946
2004	1961
2003	1954
2002	1888
2001	1877
2000	1855
1999	1839
1998	1812
1997	1825
1996	1803
1995	1772
1994	1804
1993	1810
1992	1706
1991	1669
1990	1627
1989	1467
1988	1361
1987	1426
1986	1360
1985	1341
1984	1304
1983	1170
1982	1077
1981	984
1980	944
1979	593
1978	510
1977	550
1976	671
1975	623
1974	614



# 2014 **CoSIDA** CONVENTION

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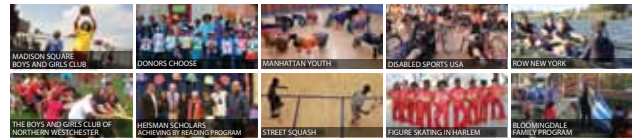
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*Answer:* The Heisman Trophy Trust is a 501 (c)(3) charitable organization managed by a Board of Trustees who serve pro bono to preserve the integrity of the Heisman award and to provide opportunities for underserved youth and other deserving members in our society. Below is a small sample of the Trust's efforts to fulfill its Mission Statement.

To learn more, visit us at [www.Heisman.com](http://www.Heisman.com)



### HEISMAN HUMANITARIANS



The Heisman Trophy Trust established the Heisman Humanitarian Award in 2006 to annually recognize a member of the sports community that gives significantly of themselves to serve their communities and to improve the lives of others.

**THE HEISMAN TROPHY TRUST  
 IS PROUD AND PLEASED TO SUPPORT  
 THE 2013 CoSIDA CONVENTION.  
 WE APPLAUD AND THANK  
 SPORTS INFORMATION DIRECTORS  
 FOR THEIR COMMITMENT AND HARD WORK  
 ALL YEAR LONG!**

# NACDA CoSIDA Corner: November 2013

By Doug Vance  
CoSIDA Executive Director



New CoSIDA Executive Director Doug Vance, who assumed his position on October 1, wrote this column for the November issue of NACDA's Athletics Administration Magazine.

Beginning with the 2009-10 academic year and with its new partnership with NACDA at that time, the CoSIDA leadership was invited to contribute to each issue of the Athletics Administration Magazine. In October of 2009, CoSIDA President Justin Doherty penned the first "CoSIDA Column." Each Athletics Administration issue is sent to over 10,000 university and athletics administrators, with CoSIDA's voice, thoughts and expertise shared with these key constituents. The magazine is published each October, November, December, February, March, April, June and August.

For 15 of my 20 years working as an assistant athletics director for communications at the University of Kansas, I had the good fortune to serve under the leadership of Bob Frederick. Clearly, Frederick was one of the most outstanding athletics directors in intercollegiate athletics and I'll always appreciate the opportunity he gave me to participate in the upper level management decisions of our department.

Frederick often referred to athletics media relations/sports information as the "front porch" of the athletics department. I've heard the athletics department referred to as the front porch of the university and Frederick believed it was the communications team that played that welcome role for its athletics department.

I believe his intent was to recognize that members of our profession open the door and play an essential role in preparing and delivering impactful messages to that broad range of publics served by the athletics department. In short, the public is generally introduced to the world of intercollegiate athletics and the news that surround it through a delivery system coordinated by a sports information office.

Frederick encouraged my presence at the table when decisions were being formed, not only in terms of crafting the message we funneled to the media and our fans, but also as a resource in understanding its impact. Like many

athletics administrators then and now, Frederick understood the value of strategic communication as it related to the array of important decisions. He also respected my guidance in helping him work directly with the media and understand how to maximize those opportunities in a positive way.

I took his "front porch" statement as a meaningful compliment to athletic communications directors across the country and it's one of the reasons that I was honored to accept the role on Oct. 1, as Executive Director of the College Sports Information Directors of America (CoSIDA).

As I said in accepting the job, I feel like I've come back home. And, as Frederick suggested, to the "front porch" of college athletics.

I made the difficult decision in 2004 to step away from my career in college athletics and have spent the last nine years in the world of parks and recreation association management in Kansas. That job prepared me for this new assignment, allowing me to understand the concepts of association management. As a result, I'm in a much better position to see the big picture and provide leadership in helping shape the future for CoSIDA.

Without question, it's a bright future. It's clearly an organization of creative and high-energy professionals that has established the frame work to be a catalyst and a strong advocate for the values of college athletics. It's easy for me to be a champion of CoSIDA and the highly skilled communications professionals it represents. I've walked in their shoes and understand their daily challenges.

More important, I feel strongly about the vital role our members play as a valuable resource in the ever-changing world of intercollegiate athletics. Our growing membership — expected to surpass the 3,000 threshold later this year for the first time in history — signifies that CoSIDA has a major voice that connects with athletics departments all across North America.

Fundamental to that growing network of members is the firm commitment that CoSIDA represents a united organization for all divisions which are of equal importance. That serves as a starting point for me and a concept that was stressed during the interview process by our board leadership.

Thanks to strong and effective leadership, CoSIDA has placed an emphasis on collaborative opportunities. It has

expanded its external network of partnerships and is striving for greater involvement and leadership opportunities in support of NCAA, NAIA, CIS and NJCAA programs.

Two meaningful initiatives, among a host of others, serve as clear statements that CoSIDA has a defined vision for its future:

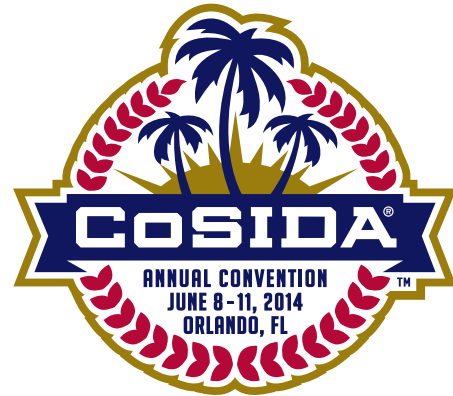
- The 2013 CoSIDA Convention was the first to be conducted in partnership with the overall NACDA & Affiliates Convention Week and proved impactful on many levels. We are looking forward to continued involvement with NACDA in the years ahead.

- The results of a year-long strategic branding study conducted by Cryder Rinebold were announced last spring and are providing direction on many fronts, in particular, an expanding professional development program in the months ahead. That program will include educational strategies which relate to the tidal wave of technology that influence the full scope of information, communication and delivery systems that play a major role in our life.

My simple goal as executive director of this great organization is to bring a passionate commitment to making CoSIDA better, stronger and more relevant to its members. In addition, we need to focus on being strong advocates for all of our members and do it with equal focus at every level of our affiliation.

Our members do much more than manage the flow of information between their athletics departments and its publics. Our profession is one of strategic communications that engages and informs targeted audiences, builds meaningful relationships and brings important information back into the administrative leadership for analysis and action.

More importantly, I feel strongly about the vital role our members play as a valuable resource in the shifting landscape of intercollegiate athletics. I recognize that you rely on this contribution of energy, creativity and expertise every day on your campus and that perspective helps fuel the combined efforts with even more effectiveness.



COLLEGE SPORTS  
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**CoSIDA**  
*Strategic Communicators for College Athletics*

**56 Years and Counting**  
**1957-2013**



**SIDEARM Sports Burlly 30:  
Annual “November” fundraiser to  
support the Edson Family  
of Syracuse University**



**Note:** This is the 3rd annual month of November fundraising effort by SIDEARM Sports. Previously, the company - and CoSIDA contributors - have raised funds for cancer research and prevention. Last year, 100 percent of the SIDEARM monies contributed - an astounding \$16,000 - were earmarked for the family of 10-year-old cancer victim Rex Fleming, the son of Abilene Christian University Assistant AD for Media Relations Lance Fleming. This year, the SIDEARM Sports initiative will support the Edson Family of Syracuse University. Sue Edson, Assistant AD/Communications and a CoSIDA Hall of Fame inductee in 2012, lost her husband, Rob (45) unexpectedly in September.

**CoSIDA Colleagues,**

Each November, SIDEARM Sports throws their support (and their facial hair) behind a cause to prevent and fight cancer as part of the annual “November” initiative. This year, we’ve chosen to support one of our own - the Edson Family. Long-time Syracuse Assistant Athletics Director/ Communications Sue Edson’s husband Rob, 45, passed away unexpectedly in September. Sue was inducted into the CoSIDA Hall of Fame in 2012.

Rob, who served on the Syracuse staff for more than 20 years, and most recently as the Onondaga Community College Athletic Director, was truly one of our industry’s best. Rob was best known for his never-ending dedication to his athletes, being endlessly positive and forward-thinking. He was a truly brilliant leader, husband and father.



*See details on how you can get involved on the following page.*



**This November, SIDEARM invites you (regardless of your website provider) to join the Burly30 Challenge – a facial-hair-growing fundraiser to support a college fund set up for Rob and Sue Edson’s children, Thomas (14) and Tracey (11).**

To honor his life and dedication to the industry, 100% of funds raised will go into a college scholarship fund for his children, Tracey, 11, and Thomas, 14. We encourage you to help us **#RiseUpForRob** by lending either your facial hair or your support.

We are hoping to have 100% of CoSIDA members come together to help support the Edson Family at this difficult time.

**There are three ways to get involved:**

- 1) Sign-up to grow facial hair and raise money from family & friends (<http://burly30.sidearmsports.com>). If you enter the contest, you have to send in a “day-one” photo, completely clean shaven.
- 2) Make a one-time donation to the cause. 100% of the proceeds will go to the college fund.
- 3) Sponsor a friend or family member who will grow the facial hair and raise money on your behalf. Again, you can sign up at <http://burly30.sidearmsports.com>

The CoSIDA membership has been incredibly generous and supportive of our previous November initiatives, including assisting in last year’s fundraising initiative (\$16,000) which went to the family of Abilene Christian Assistant AD//Sports Information Director Lance Fleming in honor of his 10-year old son, Rex, who died of brain cancer in November 2012.

We hope you will consider a way to support the initiative this year as well!

**Sincerely,**



**Jeff Rubin  
CEO and President, SIDEARM Sports**

# HOWIE DAVIS

## Springfield College Athletic Hall of Fame Inductee

Howie Davis was one of six inductees enshrined into the Springfield College Athletic Hall of Fame on October 26. The 2013 hall of fame class was inducted at the Alumni Awards and Athletic Hall of Fame Dinner as part of Homecoming Weekend festivities.

When it comes to serving Springfield College athletics and sports information, Howard M. Davis is a veteran.

Davis served as the Springfield College sports information director from 1968-1980, an era of legendary coaching and athletics at the institution. Davis becomes just the fourth inductee into the hall of fame without a degree from Springfield College.

When he arrived on campus in 1968, he was thrilled to work with the “who’s who of college coaching,” and now, he’s become part of the who’s who of the Springfield College community.

Davis became the first Springfield College sports information director to be elected as the president of the New England Sports Information Directors Association; president of the Eastern College Athletic Conference Sports Information Directors; president of the College Sports Information Directors of America (CoSIDA); and was a college division representative on the CoSIDA Board of Directors.



Davis wrote the first textbook in the history of college sports publicity, entitled “Basic Concepts of Sports Information”, and has won 28 national awards for a variety of athletic publications.

In 1989, Davis was elected to the CoSIDA Hall of Fame and, in 1995, he was awarded the CoSIDA Arch Award, the highest honor given by the organization for excellence in the profession.

After his time at Springfield, Davis served as the sports information director at the University of Massachusetts from 1980-1993. In addition, he served as the press coordinator at the Naismith Memorial Basketball Hall of Fame.

Davis has worked as an adjunct faculty member at both Springfield College and the University of Massachusetts in the sports management departments. He continues to serve as the official scorer for men’s and women’s basketball for both institutions.



Davis, second from right, at 2012 CoSIDA Convention with fellow CoSIDA legends Rick Brewer, Dave Wohlhueter and Langston Rogers.

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

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



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# **NAIA-SIDA hosts monthly membership calls**

This academic year, the athletic communications/SID professionals from the National Association of Intercollegiate Athletics (NAIA) are rolling out a monthly series of calls and/or webinars on topical communications issues. The calls are open to all CoSIDA members.

This effort is being coordinated by CoSIDA's NAIA-SIDA leadership group. The next call is TUESDAY, OCT. 29 when Union College (Ky.) Sports Information Director Jay Stancil and Marian Assistant AD/SID Geoff Sherman, Ph.D. hold a call on "Social Media Tips." The call is 2 p.m. EDT / 11 a.m. PDT.

This effort is being coordinated by CoSIDA's NAIA-SIDA leadership group.

Please see the schedule below. As more information becomes available, the schedule will be updated.

**Previous NAIA-SIDA Teleconferences on audio archive for on-demand listening:**  
<http://www.cosida.com/news.aspx?id=4240>

## **SEPTEMBER 26**

Marketing the Athletic Brand - presented by Aaron Sagraves, Davenport University

## **OCTOBER 29**

Social Media Tips - presented by Jay Stancil, Union (Ky.) and Geoff Sherman, PhD., Marian (Ind.)

## **Upcoming NAIA-SIDA Scheduled Teleconferences/Webinars for 2013-14**



### **Call-in Information**

Number: 1-866-951-1151

Passcode: 4370118

## **NOVEMBER 21**

Communication with AD's/Coaches – Tips – Steve Wilson (Park)

## **JANUARY 23**

NAIA Scholar Athlete/CoSIDA Academic All-American Programs – Josh Gleason (Goshen)

## **FEBRUARY (date TBA)**

Organizing your office – Alison Smalling/John Phillips (Embry Riddle)

## **MARCH (date TBA)**

Helping out Local Media (spoon feeding them) - Justin Jarrett (UCSB)

## **APRIL (date and presenters TBA)**

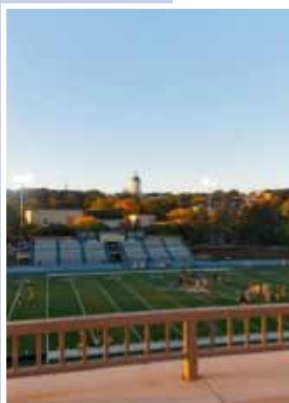
Graphic Design Tips

# DAVE WRATH

## Augustana College dedicates press box to honor SID

On October 13, Augustana College dedicated the Dave Wrath Press Box at Lindberg Stadium, honoring the school's sports information director for the past 32 years.

A 1980 Augustana graduate and former track and field standout who has served as the school's SID since February of 1981, Wrath is a member of the Augustana "Tribe of Vikings" Hall of Fame. Wrath was inducted into CoSIDA's Hall of Fame in 2003. Three years prior, in 2000, Wrath received the Warren Berg Award, presented annually to a CoSIDA college division member who has made outstanding contributions to the field of sports information. He is a long-standing member of CoSIDA's Academic All-America® Committee and serves as a vice-chair.



### By Tom Johnson, The Quad City Times

Dave Wrath, Augustana College's sports information director, lamented a move to a new office space when asked to move within the Carver Center athletic department a number of years ago.

When the Vikings football team hosted Elmhurst on October 12 for its homecoming game at the new Lindberg Stadium at the Knowlton Outdoor Athletic Facility, Wrath found himself in another new "home." He is now charting the CCIW contest from the confines of a new press box – one that appropriately carries his name.

"It's something I quite honestly never envisioned," said Wrath after seeing the new Dave Wrath Press Box. "I really never envisioned two things. One was a new stadium; I never thought I would see it and that came to fruition. And I never thought I'd be honored in this way. So it's really special."

It's a much-deserved honor, too, for the man who has made a living putting the college's name in the public's consciousness for 32 years now after his graduation from the school.

And even though he knows he is making a huge upgrade from the cramped quarters that have been his Saturday afternoon home since 1981, there are still some anxious moments regarding the transition.

"I'm a control guy and I certainly had control up there in the old one," he joked of the small space. "This one is a little bigger, so it's going to be a little harder to control. But we're moving into a great space. It's going to be an adjustment. It's time to move on; it's a great new space and we're going to make it as good as the other one."

In Wrath's mind, it wasn't the space that made the intimate quarters of the old press box a cozy home. It was the people who perspired in there during blistering hot

days in September and relied on portable heaters to keep from totally freezing during games in November.

"My No. 1 memory is the camaraderie we had up there," said Wrath of enduring the old space. "The amenities weren't very good. The sight-lines were low, it was hot. It wasn't the greatest physical location in the world, but we made it work and I think we made it work because we did it as a team – from clock operators to beat reporters, we were all in it together. I think I get as much pleasure out of that memory as anything.

"We couldn't please people with the amenities in the old press box, so we tried to make sure our service was top notch and we were No. 1 in service rendered although we were clearly not going to be No. 1 in amenities."

A new challenge awaits Wrath.

"The standard and the bar I set for myself is very high and I don't really tolerate mistakes from myself; I want to be perfect," said Wrath. "Being perfect in a new facility is going to be a little bit of a challenge just because of the physical layout. I don't know where plugs are, I'm not even sure how to turn the lights on!

"I hold myself to a very high standard and I want everything to be as perfect as possible. And I'm looking forward to that challenge."

Wrath admits that retirement is drawing closer – not necessarily near, which is good for those of us who rely on his fine work. Having "his new press box" is a wonderful amenity for those years he has left on the job.

"It's been a great ride and I've enjoyed every minute of it," said Wrath looking back at 32 years in the old press box. "It's been fun and there are a lot of memories."

Surely Wrath's trusty cooler will be full of cold beverages for those working the game. Only this game, he will not have to stand on it for a better view of the on-field action.

"I'm anxious to see what it's like to have elbow room and not bump into the guy next to you and not have to stand on the top of the cooler for a sight-line," joked Wrath. "It's going to be spacious and we haven't dealt with spacious before."

# DAVE WOHLHUETER

## Former CoSIDA Treasurer honored by his alma mater with Distinguished Alumni Award



CoSIDA Hall of Famer Dave Wohlhueter, who retired in June 2012 as the organization's treasurer after three-plus decades of service, was honored on October 12 with the Ithaca College Edgar "Dusty" Bredbenner Jr. '50 Distinguished Alumni Award. He received the honor during Ithaca College's Homecoming and Reunion Weekend. It is the

highest award the alumni association presents.

Wohlhueter was the recipient of CoSIDA's 2012 Lester Jordan Award for exemplary service, dedication and support of the Capital One Academic All-America® program and the promotion of the ideals of being a student-athlete. Among numerous other honors, he also received CoSIDA's "Distinguished Service Award" upon his retirement. Both of these awards were presented during the 2012 CoSIDA Convention in St. Louis, where Wohlhueter also was honored at Busch Stadium in ceremonies featuring St. Louis Cardinal great Ozzie Smith. In recognition of his tremendous legacy of service, CoSIDA presented Wohlhueter and his wife Susan with a trip to London to attend the 2013 Wimbledon tennis tournament.

*Information courtesy of  
Ithaca College Alumni Association*

**Edgar "Dusty" Bredbenner Jr.  
'50 Distinguished Alumni Award  
2013 Recipient: Dave Wohlhueter**

This award is presented to graduates who have demonstrated outstanding loyalty and service to Ithaca College over a long period, and is the highest award the alumni association presents. Past recipients have served with distinction in organizations such as the alumni association board of directors or the board of trustees or have made significant contributions to one of the college's schools or programs. Formerly known as the Distinguished Alumni Award, the award was renamed to honor one of the most involved alumni in college history.

Dave Wohlhueter earned his bachelor's degree in television-radio, with a minor in music, from Ithaca College in 1960. After graduation, he joined the staff at WDOS, a radio station in Oneonta, New York, working as sports director and in advertising sales.

He returned to Ithaca College in 1965 as the first full-time sports information director and subsequently served in this capacity at two other institutions: Bucknell University (1967-77) and Cornell University (1977-98).

In 1981, Dave's career gained a more worldly dimension. That year he began a decades-long relationship with the U.S. Olympic Committee, working as a press liaison officer at events ranging from the U.S. Olympic Sports Festival, the Pan American Games, and the World University Games to the 1996 Summer Olympics and the 2002 Winter Olympics. As press liaison, Dave was responsible for writing stories and features, making athletes available to news media, and facilitating news coverage.

Dave's career in sports information and his contributions to his professional community have been recognized by many. Notably, in 2012, he received the Distinguished Service Award from the College Sports Information Directors of America (CoSIDA), a trade organization for public relations, media relations, and communications and information professionals in collegiate athletics in the United States and Canada. In the 57-year existence of the organization, the Distinguished Service Award has been given to only one other person. Dave has been recognized by CoSIDA on numerous other occasions as well, through his receipt of the Lester Jordan Award, the Bob Kenworthy Community Service Award, and the prestigious Arch Ward Award, which is given annually to one individual and honors outstanding contributions to the college sports information profession.

A bevy of other accolades recognize Dave's many contributions to his profession. He received the Wilbur Snypp Award from the National Collegiate Baseball Writers Association for outstanding service to college baseball, and he has been inducted into the Ithaca College Athletic Hall of Fame, the Cornell University Athletic Hall of Fame, and the CoSIDA Hall of Fame.

Dave served his profession as treasurer of CoSIDA for 35 years, as vice president and president of the Eastern College Athletic Conference Sports Information Directors Association, and as president of the National Collegiate Baseball Writers Association. Currently, Dave's service is primarily in the Ithaca area. He is president of the Ithaca Concert Band, chairman of the Cornell Hockey Association's Coach's Club, a member of the athletic hall of fame selection committees for Ithaca College and Cornell University, and treasurer of the Cornell Faculty Tennis Club. He is also a member of the Ithaca College Alumni Association Board of Directors and serves as secretary of the board.

Dave is married to the former Susan Walker and has two children and six grandchildren.

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# LORI HAYS

## Former Boise State SID loses battle with cancer

Lori Hays, a long time member of the athletic staff at Boise State University, died on Oct. 25 following a 29-month battle with a brain tumor (glioblastoma multiforme).

Lori first joined the Bronco staff in November of 1985 as an assistant to the athletic director for promotions. In July of 1986 she became a sports information director where she would serve for the next 20 years.

While working with all the different athletic teams at Boise State, her main sports responsibilities included volleyball, women's gymnastics, men's and women's tennis and golf.

As a member of the sports information staff, Lori served as the assistant media coordinator at NCAA Division I Men's Basketball First and Second Round tournament games in 1989, 1992, 1995, 1998, 2001 and 2005, the 1994 and 1999 NCAA Division I Men's and Women's National Track and Field Championships and the 2002 NCAA Women's Basketball West Regional.

In 1994 and 1997, she was the media coordinator when Boise State hosted the NCAA Division I Women's West Regional Gymnastics Championships, and in April of 2000 she again performed those duties when Boise State hosted the NCAA Division I Women's National Gymnastics Championships.

In the fall of 2006 she was named assistant athletic director for operations and served in that capacity until May 2011 when she was diagnosed with cancer.

In her position as assistant athletic director for operations she assisted in game management of all sports, helped oversee conference and championship events, and assisted with special events including rental and community use of Bronco Stadium.

Lori requested a party in lieu of a funeral. A celebration of her life will be held on Saturday, Nov. 9 in Boise.

"Lori was a great lady who loved her family, the Boise community, Boise State University and the Broncos," said Max Corbet, associate athletic director for communications at Boise State. "She was a lady with an incredibly big heart who touched everyone she met in a positive way. She always lit up any room she entered, and was always there to help everyone. Lori was one of the first people I met when I started working at Boise State and I can truly say I'm a better person for having worked with her and being able to call her my friend for the past 28 years."

Lori earned her bachelor's degree in communication from Boise State in 1983 and went on to earn a master's degree in management from the University of Phoenix.

Before joining the Bronco staff she was a reporter, news anchor and promotions director at KFXD Radio in Boise. \

She leaves behind her husband James and their two sons, Tim and Pat.



To carry forward the legacy at Boise State that Lori left behind, an annual scholarship has been established in her name at Boise State. The Lori Orr Hays Memorial Scholarship will be awarded to an outstanding full time student in the College of Social Sciences & Public Affairs.

**Gifts in memory of Lori can be made to the Boise State University Foundation with 'Lori Orr Hays Memorial Scholarship' written in the memo line.**

Checks can be mailed to:  
The Boise State University Foundation  
2225 University Blvd.  
Boise State University  
Boise, ID 83707-9815

Memorial contributions can also be made online at <https://giving.boisestatefoundation.org/>. In the designation field, select "other" and enter 'Lori Orr Hays Memorial Scholarship' in the notes field.



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# CRISIS COMMUNICATIONS:

## Three questions to ask in every crisis

By Brad Phillips

See online: [www.prdaily.com](http://www.prdaily.com)

When a crisis strikes, many attorneys have the same instinct: to clamp down on corporate communications and make as few public statements as possible (if any at all).

That's because an attorney's primary job is to minimize future financial payouts and, in cases of criminal wrongdoing, to reduce your culpability.

That's a narrow prism through which to view a crisis, and it might not be sufficient to keep your business afloat. Too often, attorneys fail to take your long-term reputation into account. They also don't consider the impact of a crisis on employee recruitment, retention, productivity, and morale, as well as customer, shareholder, and donor loyalty.

In some crises, the amount of damage to your reputation can exceed the legal payout. Sure, your lawyer's legal strategy might result in a courthouse victory three years from now, but it may come at the steep cost of years of unflattering headlines.

Crises require you to make tough choices, occasionally ones that pit sound legal advice against sound communications advice.

For example, I once asked a top executive in crisis whether her top goal was to keep her job (which would be accompanied by a drawn-out legal case and severe damage to her reputation) or to maintain her reputation in the long term, which would require her to leave her job (but allow her to ditch the legal case).

Based on dozens of case studies and the predictable stages most crises follow, I counseled her that she would have to make a difficult choice: her job or her reputation. She insisted she could keep both, and she failed to act.

Within weeks, she lost her job—and her reputation.



**When faced with such a choice, ask yourself:**

- 1.** What's the right thing to do?
- 2.** Have I received input from legal and communications professionals and given both perspectives consideration?
- 3.** Can I develop a strategy that marries the best legal and PR advice? Better yet, can I find an attorney who excels in communications and fully supports the PR function?

### **Insurance companies**

Like attorneys, insurance companies typically have the sole goal of reducing their payouts. Worse, many insurance policies actually prohibit you from doing the right thing. For example, my company's insurance policy reads:

"You must not admit liability for or settle or make or promise any payment in respect of any claim, loss or damage which may be covered under this Policy."

In other words, if a crisis hits my firm and I determine that an admission of wrongdoing is the best way to minimize the crisis and keep my company out of the headlines, I can't offer one. Doing so might result in a voided claim and a canceled policy.

Still, this isn't always the case. Jonathan Bernstein, president of Bernstein Crisis Management, advises clients to find a company more enlightened in its approach to crisis communications. Speak to your carrier—some errors and omissions insurance contracts have a crisis-management component.

If worse comes to worst, you could always cancel your policy and go it alone, as long as the potential payout is low and the risk of inaction is high. That's a risky strategy, so consult a lawyer and insurance professional before going "bare."

**Brad Phillips is president of Phillips Media Relations, a media and presentation training firm, and blogs at Mr. Media Training, where a version of this story originally appeared.**



# ADVICE FOR TAKING THE COMMUNICATORS ROLE IN SOCIAL MEDIA TO A HIGHER LEVEL

Following are two quick reads on assisting the communications professional on working in social media and adapting our messages to mobile communications. Both are from [prnewsonline.com](http://prnewsonline.com) written by Lucia Davis, community editor for PR News.

## 6 Pointers for Taking PR's Role in Social to the Next Level

**New York** - Social continues to create new possibilities for public relations. As brands continue to move further into the social media space, the opportunities (and risks) have never been clearer.

At PR News' Digital PR Summit in October, Maggie O'Neill, partner and senior director at Peppercomm, kicked off the day with a look at how PR pros should be tackling the new social landscape. Here are six pointers she provided.

- 1. Listen first: This is journalism 101.** Take the time to see what your audience is talking about before diving in.
- 2. Think outside the norm: Houzz, Mobile, Vine.** Facebook isn't the best option for every company. Explore all the social channels to determine which one is best for your client.
- 3. Take B2B business beyond LinkedIn.** Enough said.
- 4. Don't generalize (i.e. Women Love Pinterest).** One size does not fit all.
- 5. Develop communications campaigns by plot, not platform.** There is a social platform that fits your needs—you shouldn't have to tailor your content for the platform.
- 6. Look beyond engagement to make your case.** Quantifying social's value is still tricky. You can't boil it down to the number of people talking about your brand.

## 4 Essentials for Writing on Mobile

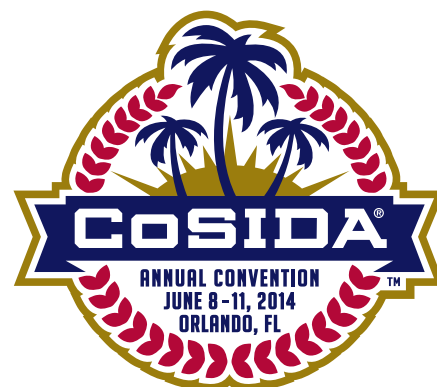
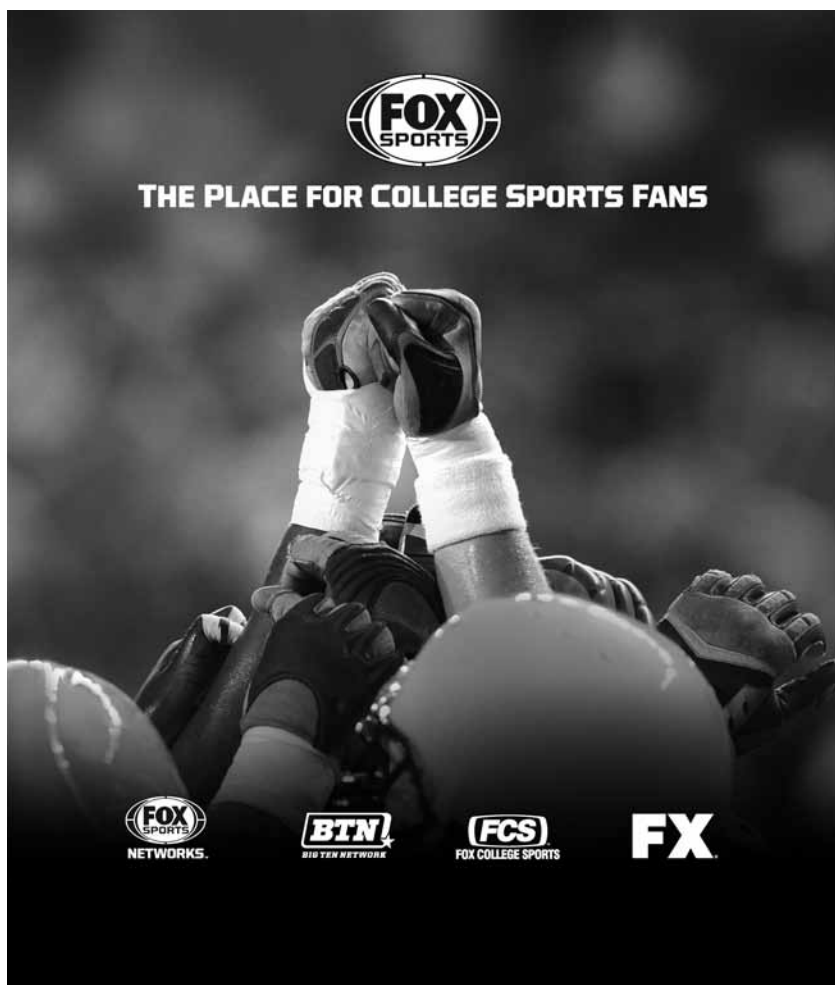
Forty-three percent of emails are read on a mobile device, according to email analytics company, Litmus. If you haven't already been writing with mobile in mind, it's time to start because that percentage is only going to grow, and probably faster than we care to think.

Ephraim Cohen, executive VP of technology and digital content at MWW Group, says mobile distribution is about targeting and timing. Cohen recommends four guidelines to ensure your mobile dispatches tune consumers in to your messages, product and services.

- **Maximum info, minimum words:** Cut the fluff and get to the point, but don't bore them. Some mobile channels are optimized for images, transforming "writing" into "shooting" or "drawing." Take advantage of the visual capabilities smartphones provide.
- **Know your context:** Facebook is more personal and fun, whereas Twitter is more of a news source. Platforms like Instagram and Vine can be both creative and business-centric.
- **Visualize your content:** Cohen found that blurbs that included visuals received roughly 150 more retweets than those without on Twitter. On StumbleUpon, those without images received less than 300 the shares that visual posts garnered.
- **Know the structure:** On Twitter, consider every punctuation and know your hashtags and @ signs. When it comes to Facebook, think images and captions. Finally, with email, you want to aim for "above the fold" (roughly tweet length) with a single column and compelling subject line.



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# FIVE

## Questions . . .

### With Mat Kanan

*Athletics Media Relations Director, Western Michigan University*

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 began my career in the corporate world after graduating from Ohio University. After a few years, I realized I was in a series of jobs but not a career. I began my work in college athletics as a volunteer assistant at Capital University. From there I was hired as the associate director of athletic communications at the University of Pennsylvania. I was at Penn for two years before coming to Western Michigan in 2005. I served as the associate director of athletic media relations for two years before being promoted to director in 2007. My influences have been many throughout athletic administration, coaching, etc. I like to take tidbits of what people in multiple areas have to offer and mold it into how I conduct myself professionally.

**2. How has your background in corporate marketing helped you in your work? Conversely, what could corporate marketers learn from athletics communication professionals?**

I learned very early that listening is a huge key to success in any professional arena. When you listen you are able to not only hear directly from your audience what works and what doesn't but it is like a mini-brainstorming session that



allows you to find creative ways to solve a problem, promote someone or something and perform better.

**3. Most SIDs are proficient in using social media but it's such a rapidly evolving phenomenon that it can still seem a bit overwhelming. How do you stay current in the field and what platforms work best for you?**

I try to not feel as though I need to use every new platform that comes along. I believe you find what works best for your brand, and the message(s) you are putting out there in the ethos, and become elite in those areas. There are new forms of social media literally every day and trying to spread yourself across all platforms dilutes your message and your brand.

I haven't tried everything but I would say that Twitter has been the most beneficial vehicle for us at Western Michigan. Being a mid-major athletics program we may not garner the attention of national media unless something really great happens or something very poor occurs. Twitter allows us to directly contact the influencers in college athletics and college athletics media.

**4. Do you set any goals for what you want to accomplish and how do you determine if you are successful?**

This is an area that I know I can get better at as I move through my career. There is a formula for what publicity equates to in saved advertising dollars. With traditional media no longer alone in the way to get information out, the onus is more on the communicators to be the curators

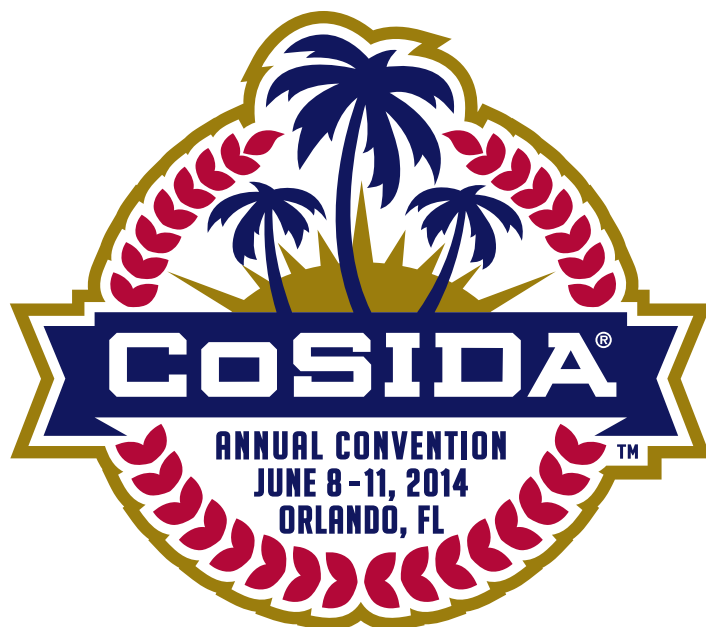
of their own content. How many are being reached on Facebook? Who is retweeting you and how often? How many clicks is your content receiving and how many views is your digital content receiving? Those are all areas to quantify your success. When you tabulate all of that information, you can then use it to build revenue. For example, if our hockey video streams are garnering 500-1,000 views live and on demand, that is attractive to a possible sponsor. If you utilize a social media driven fan rewards program that allows people to earn points for attending events, you now have people at your venues spending real dollars on concessions, apparel, tickets, etc.

**5. What aspects of your work do you find the most rewarding?**

I love being on a college campus. The energy of a game day is like nothing else, but I would have to say that the most rewarding is when I see student-athletes after they have left the university. Getting to know them from the time they are freshmen through their academic and athletic careers, to knowing them after graduation is great. You hope that you, in some small way, helped to enhance their college experience.



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## ON WRITING: Avoid buzzwords to create more credibility in your writing



See article online: **Your Company is Not Innovative! How to Be a Better, More Believable Writer,** by Diane Schwartz via [www.prnewsonline.com](http://www.prnewsonline.com)

If you want to waste your audience's time, you should focus on how 'leading' and 'innovative' your organization is. You should breathe your own exhaust and write very long sentences. But if you want to capture your readers' attention, do the opposite. Such was the advice at the opening session at the PR News Writing Boot Camp at The National Press Club.

"Don't fall into the trap of talking about yourself," says Dan Ronan, senior director of communications at the American Bus Association. Ronan, formerly a writer for CNN, advises communicators to follow the 10-second goal when writing: make sure your sentence is 10 seconds or less when it's read out loud.

To hone your writing skills so that the media or your customers take notice, think in terms of headline writing: what is your key message and how can you succinctly capture that message? You should be able to do that in 15 words or fewer.

Additionally, video and visuals, such as infographics, are key to helping reporters do their jobs better. When setting out to write an article, press release or other public communication, be sure to ask these questions first:

- Who I am writing for?
- Who, what, where, when and why?
- Who is my audience?
- Where is my material being published?
- When is it being published?
- Why is it being published?

Avoiding buzzwords is key to increasing credibility in your written communications, says Howard Sholkin, director of communications and marketing programs with IDG Global Solutions.

To get past the jargon meter, Sholkin offered up these words to avoid in press releases and other communications;

- Innovative
- Innovator
- Leader
- Leading
- Sustainable
- Best
- Solution
- Top
- Largest
- Extensive
- Exclusive
- Fastest
- Real-time
- Dynamic
- Innovator
- Provider

The hundreds of communicators in the room at the PR News Boot Camp are a testament to the importance of attaining good writing skills and always honing them. "Being a strong writer and communicator is great for your career," says Ronan.

And starting a sentence with "And" is OK, too. Some rules are meant to be broken.



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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 toward 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 a 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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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				



**The NBA  
thanks all  
CoSIDA  
members  
for their help  
and assistance  
throughout  
the year**



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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

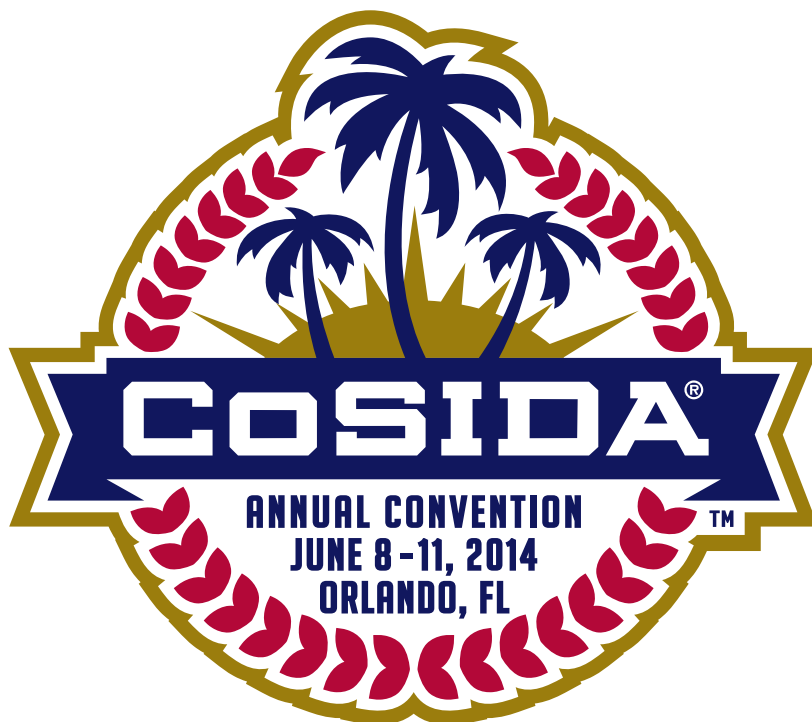
Presented to a member who displays sound judgment and unusual courage in guiding their institution through difficult public relations situations. Voted on by the Special Awards Committee. Will be selected only if the Awards Committee deems worthy.





**56 Years and Counting**  
**1957-2013**

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



**2014**  
**2015**  
**ORLANDO**  
Orlando  
Marriott World Center  
Resort &  
Convention Center

**2016**  
**DALLAS**  
Hilton Anatole

**2014 CoSIDA CONVENTION  
AS PART OF NACDA & AFFILIATES CONVENTION**

**ORLANDO**



**June 8-11, 2014  
ORLANDO MARRIOTT WORLD CENTER RESORT**

# COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA PRESIDENTS

2013-14 Shelly Poe Auburn  
 2012-13 Joe Hornstein FIU  
 2011-12 Tom Di Camillo Pacific West Conference & Central Arizona College  
 2010-11 Larry Dougherty Temple  
 2009-10 Justin Doherty Wisconsin  
 2008-09 Nick Joos Baylor  
 2007-08 Charles Bloom Southeastern Conference  
 2006-07 Doug Dull Maryland  
 2005-06 Joe Hernandez Ball State  
 2004-05 Rod Commons Washington State  
 2003-04 Tammy 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>
President	Shelly Poe Auburn	(334) 844-9703	slp0019@auburn.edu
First Vice-President	Eric McDowell Union College (N.Y.)	(518) 388-6170	mcdowe@union.edu
Second Vice-President	Judy Willson Mountain West Conference	(719) 488-4052	jwillson@themwc.com
Third Vice President	Andy Seeley UCF	(407) 823-2729	aseeley@athletics.ucf.edu
Secretary	Jeff Hodges North Alabama	(256) 765-4595	sportsinformation@una.edu
At-Large Representative	Dan Drutz Rowan	(856) 256-4500, ext. 3147	drutz@rowan.edu
At-Large Representative	Rob Carolla Big 12 Conference	(469) 524-1011	rcarolla@big12sports.com
At-Large Representative	Chevonne Mansfield Southeastern Conference	(205) 458-3000	cmansfield@sec.org
At-Large Representative	Chris Masters Notre Dame	(574) 631-8032	masters.5@nd.edu
College Division Rep. Central	Cindy Potter Columbia (Mo.)	(573) 875-7454	cnpotter@ccis.edu
College Division Rep. Northeast	Mark Fleming Moravian	(610) 861-1472	sportsinfo@moravian.edu
College Division Rep. South	Dave Walters Guilford	(336) 316-2107	dwalters@guilford.edu
College Division Rep. West	Steve Flegel Whitworth	(509) 777-3239	sflegel@whitworth.edu
College Division Rep. At-Large	Greg Goings Bowie State	(301) 860-3574	ggoings@bowiestate.edu
College Division Rep. At-Large	Mark Adkins Manchester	(260) 982-5035	mtadkins@manchester.edu
First Past President	Joe Hornstein FIU	(305) 348-6666	jhornste@fiu.edu
Second Past President	Tom Di Camillo Pac West Conference	(480) 983-6605	tomdicamillo@thepacwest.com
Third Past President	Larry Dougherty Temple	(215) 204-2588	larrydoc@temple.edu
<b>Ex-Officio Members</b>			
Executive Director	Doug Vance	(785) 691-7708	doug Vance@cosida.com
Director of External Affairs	Barb Kowal	(512) 739-1234	barbkowal@cosida.com
Director of Internal Operations	Will Roleson	(317) 490-2905	willroleson@cosida.com