

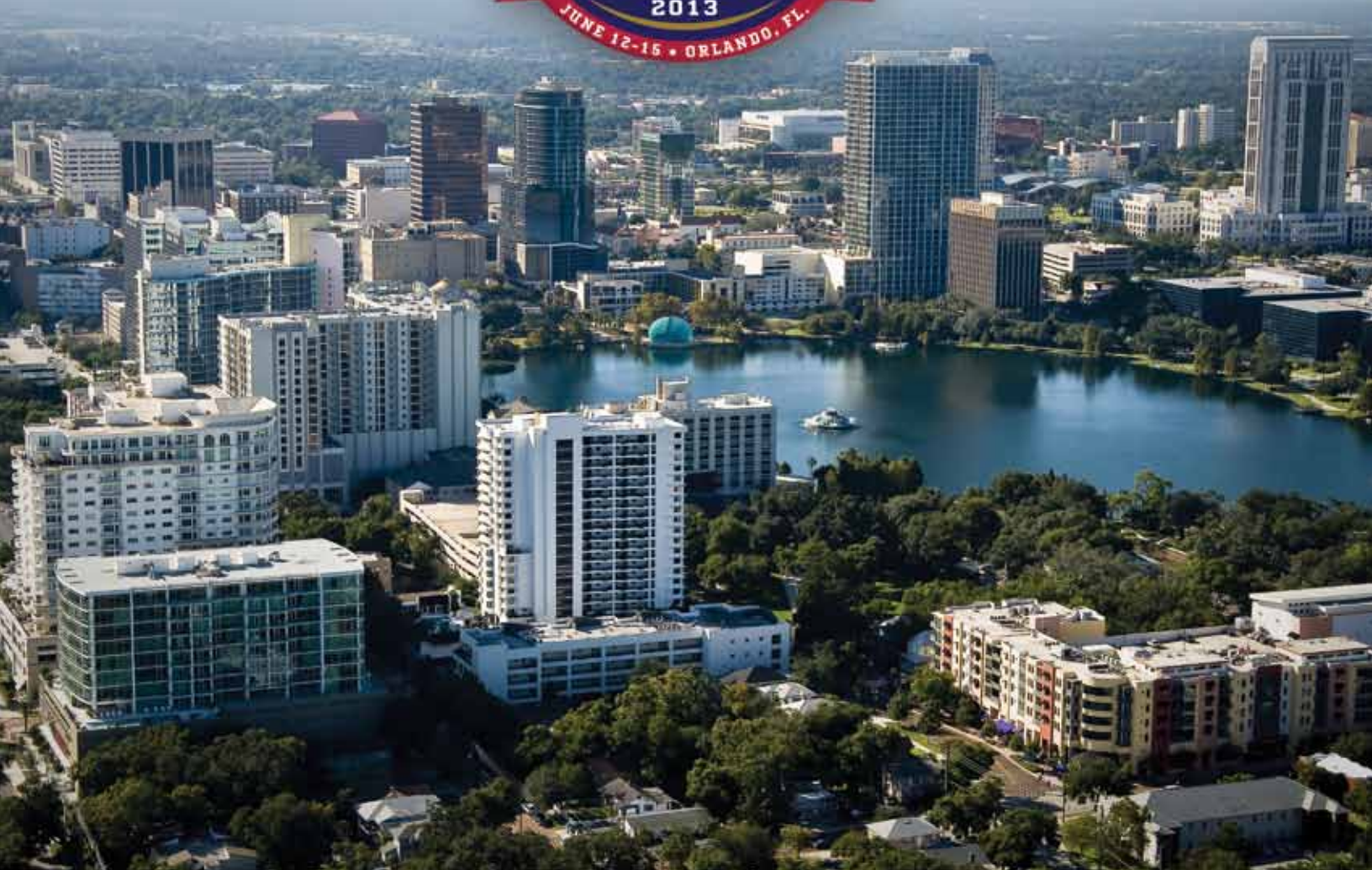
February 2013 E-Digest

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA

# **CoSIDA**

*Strategic Communicators for College Athletics*

**COUNTDOWN BEGINS TO 2013 CONVENTION**  
Hotel and Convention Registration now open!



# PUSH-UPS. CRUNCHES. TERM PAPERS. YOU HAVE TO TRAIN EXTRA HARD TO MAKE OUR TEAM.

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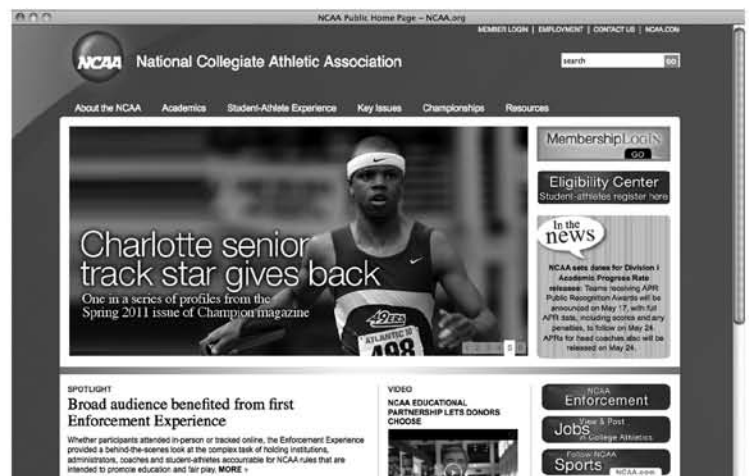
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# More news. More topics. More for you.

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

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



# 2013 CoSIDA

## FEBRUARY E-DIGEST



### COUNTDOWN BEGINS FOR 2013 CONVENTION

Register online **TODAY**

---

### PUBLICATIONS CONTEST Now Underway

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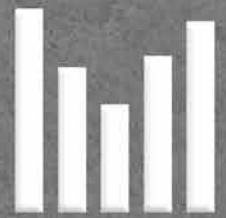
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# 2013 **CoSIDA** CONVENTION REGISTRATION INFORMATION

**Wednesday-Saturday, June 12-15, 2013**  
**WORLD CENTER MARRIOTT RESORT**  
**Orlando, Florida**

**PREREGISTRATION FEES:** \$195 for CoSIDA members, \$195 for spouses, friends and children, and \$280 for non-CoSIDA members. CoSIDA is also offering a 'Weekend Special' for spouses, friends and children only which includes transportation to special Family Committee events on Friday and Saturday as well as transportation and access to the ESPN Reception on Saturday evening. Deadline for the pre-registration is May 10, 2013. Everyone who wishes to attend any of the events must be registered. Go directly to the Convention registration site, coordinated by Sports Systems:

<http://www.sportssystems.com/cosida>

**HOTEL ROOM RATES:** The hotel room rate is \$171.00 per night.

Direct link to Convention room reservations -

[https://resweb.passkey.com/Resweb.do?mode=welcome\\_ei\\_new&eventID=10203524](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=10203524)

**CONVENTION HOME PAGE:**

<http://www.cosida.com/2013Orlando/>



# Thank You CoSIDA

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

**ESPN**

# 2013 CoSIDA Orlando Convention

## INFORMATION

**Wednesday-Saturday, June 12-15**  
**2013 World Center Marriott Resort, Orlando, Fla.**

**#cosida13**

### PREREGISTRATION FEES:

Current CoSIDA member (\$195.00)

CoSIDA member spouse/family/friend (\$195.00)

Non-CoSIDA member (\$280.00)

- CoSIDA's online registration portal will be separate from the NACDA & Affiliates online registration. CoSIDA registration rates include one entrance/ticket to Capital One Academic All-America Hall of Fame Induction Ceremony (June 12), CoSIDA Welcome/Kickoff Reception (June 12), CoSIDA Hall of Fame Luncheon (June 13), CoSIDA Special Awards Luncheon (June 14), CoSIDA Farewell Party (June 15); entrance to all CoSIDA-sponsored programming; and entrance to programming at the NACDA & Affiliates Convention which is designated as "open to all attendees"
- CoSIDA's preregistration rate is a flat fee and will not be subject to "early bird" discounts, even though the NACDA and Affiliates attendees will have early bird discounts and a tiered refund structure.
- Onsite Registration  
Will take place June 12-13 at the World Center Marriott (at higher registration rates than listed above)

- CoSIDA will have its own onsite registration area in Orlando and CoSIDA members will receive all that information later.
- Convention Hotel Reservations  
NOW OPEN  
Note: Please make sure to use the reservation link which will be available on Feb. 1 to ensure you get the CoSIDA/NACDA room rate
- CoSIDA/NACDA Partnership
- View the current Frequently Asked Questions (FAQ) document on the following pages
- CoSIDA off-site social events, family events/attractions, CoSIDA 5k fun/run and charity support information to come

## ORLANDO WEBSITES

**VisitOrlando.com**

<http://www.visitorlando.com/>

**Orlando World Center Marriott**

<http://www.marriottworldcenter.com/>

**Orlando International Airport (MCO)**

<http://www.orlandoairports.net/>

# 2013 CoSIDA Orlando Convention PROMOTIONS



NACDA and the Central Florida Sports Commission have secured special prices to many of Orlando's internationally known theme parks and have made these tickets available to all participants and guests of the 2013 Convention.

Due to the special pricing offered, all tickets will have expiration dates which are posted below.

**Tickets available for:**

- Walt Disney World
- Universal Orlando
- SeaWorld
- Wet n' Wild
- 

**Deadline Date: June 6, 2013 at 5:00 pm Eastern Time**

\*any order received after June 6th at 5:00 PM EST will not be processed.

<http://www.centralfloridasports.org/NACDA/>

\*All tickets will start shipping April 5th and will be shipped no later than June 5th.

A \$15 shipping fee will be charged.

All Pre-Orders will be shipped via FedEx (No PO Boxes or international shipments please)

NO WILL CALL or Deliveries to Hotels

**Mears airport/hotel shuttle service**

**[r/t shuttle discount from airport to hotel and back for Convention attendees]**

[http://cosida.com/admin/login.aspx?ReturnUrl=%2fadmin%2fcms\\_browse.aspx%3furl%3d%2fconvention%2fairport-shuttle.aspx&url=/convention/airport-shuttle.aspx](http://cosida.com/admin/login.aspx?ReturnUrl=%2fadmin%2fcms_browse.aspx%3furl%3d%2fconvention%2fairport-shuttle.aspx&url=/convention/airport-shuttle.aspx)

**United Airlines flight discount**

**[discounted rates for travel to Orlando (MCO) Airport for the 2013 Convention Week]**

[http://cosida.com/admin/login.aspx?ReturnUrl=%2fadmin%2fcms\\_browse.aspx%3furl%3d%2fconvention%2fUnitedAirlinesdiscount.aspx&url=/convention/UnitedAirlinesdiscount.aspx](http://cosida.com/admin/login.aspx?ReturnUrl=%2fadmin%2fcms_browse.aspx%3furl%3d%2fconvention%2fUnitedAirlinesdiscount.aspx&url=/convention/UnitedAirlinesdiscount.aspx)

# **2013 CoSIDA Orlando Convention PROMOTIONS**



**Hawk's Landing Golf Club  
Orlando World Center Marriott**

Address: 8701 World Center Dr, Orlando, FL 32821  
Phone: (407) 238-8660

[www.golfhawkslanding.com](http://www.golfhawkslanding.com)

**Greens fees for Convention attendees  
Rates good from June 9-16, 2013**

\$69 from 7 am-11:50 am

\$59 from 12 pm – 3:50 pm

\$39 from 4 pm and later

\$39 Rental Clubs (Callaway Razr X Irons and Woods and Odyssey Putter) –  
includes two sleeves of golf balls

**Discounted rates will run from June 9-16, 2013.**

CoSIDA Convention and NACDA & Affiliates Convention attendees can call the golf shop directly at 407-238-8660 ext. 5.

Each attendees should mention that they are with NACDA/CoSIDA when booking the tee time and then show their convention badge at check-in.

## **Special #cosida13 Promotions**

# CoSIDA's new Family Committee announces news and activities for 2013 Convention

by Eric McDowell, Union College (N.Y.), CoSIDA 2nd Vice President



The College Sports Information Directors of America organization is ready for a fabulous convention in Orlando in 2013. Needless to say, Orlando will also be a fabulous destination for families, spouses and partners of CoSIDA members. Thus, there is no better, more fitting time to implement the CoSIDA Family Committee.

This committee, a group of spouses from long-time CoSIDA members, is working on special events and gatherings to welcome individuals and children to Orlando. The committee will feature activities, events and special group dinner options to make Orlando a fun time while the CoSIDA members are busy in panels and sessions.

"I am so pleased that we have a Family Committee as we head to a magical place," said Rosanne Lipe, the wife of Dick Lipe (Bentley). "Years ago we would get together and now with an organized group, this will be a great way to plan events as well as welcome newcomers into a new family of friends. Plus, this will be a great opportunity for children to enjoy their time during the working sessions for the members."

Eric McDowell, the Second Vice President of CoSIDA for 2012-13, recently joined CoSIDA Executive Director John Humenik for a site visit at the World Center Marriott. During the visit, they secured the use of the Key West Room, which will be available strictly for the Family Committee throughout the duration of the convention.

Rosanne has plans to turn this room into a fun area for kids as well as a gathering area for spouses and partners. Humenik joined McDowell with visits to a variety of restaurants in **Downtown Disney**, where the Family Committee will feature special group prices and people can dine together at a variety of different restaurants.

The first restaurant officially on board is Rainforest Café, which will host a Family Committee gathering on Friday, June 14, and it is a fun place for children that will

feature a special menu and store discount. Cap'n Jack's, a restaurant on the water featuring seafood, also will be an option for a Family Committee gathering that night and other establishments are in the works. These and the other restaurants will have set prices (including a kids' price for Rainforest Café) that will feature pre-payments and registration and bus transportation to Downtown Disney.

Rosanne also will soon be announcing an outlet trip that will feature a special pre-opening of a store that will offer a continental breakfast.

"With the support of President Joe Hornstein and our Board, the CoSIDA Family Committee appreciates the opportunity to welcome families and offer them opportunities to enjoy their time in Orlando during the working panels and sessions of the convention," said Eric. "Rosanne and her colleagues hope to see you join them for a great week!"

Make sure to check out and like the CoSIDA Family Committee on Facebook (hosted by Jennifer McDowell) and watch for more news to make your experience at our convention a fun, enjoyable and memorable social setting.



# **2013 CoSIDA Orlando Convention**

## **FAMILY REGISTRATION**

### **COSIDA FAMILY COMMITTEE WEEKEND SPECIAL REGISTRATION**

**CoSIDA member spouse/family:**

**\$50.00 adult, \$25.00 children 6-17, free for children five and under**

- This special registration benefits families with children who are in school in early June and cannot attend the entire week. This registration will allow access to special Family Committee events on Friday and Saturday as well as transportation and access to the ESPN Farewell Party on Saturday evening. It will also provide access to purchase the special Family Committee events that include round trip bus transportation for Friday's outlet shopping trip, Friday's Downtown Disney Dinner specials with other families, and the Saturday Disney Character Breakfast.



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# 2013 CoSIDA CONVENTION Program Schedule

**Wednesday-Saturday, June 12-15, 2013**  
**WORLD CENTER MARRIOTT RESORT**  
Orlando, Florida

**#cosida13**  
**as of Jan. 31, 2013**

## WEDNESDAY, June 12

12:30 - 1:15 pm

**Program Committee Meeting**

Room: Denver

1 - 3 pm

**Committee meeting times** (being scheduled, TBA)

Rooms: TBA

1:30 - 4:45 pm

**Convention Registration** (Palms Registration area)

3 - 4:30 pm

**Kickoff Session: "What to do When There's Too Much to Do"**

Presenter: Laura Stack, The Productivity Pro, Inc.

Room: Salon H

5 - 6:30 pm

**Capital One Academic All-America Hall of Fame Ceremony**

all registered attendees invited; note - a meal will not be served [ceremony only]

Room: Sago

6:30 - 7:45 pm

**Welcome/Kickoff Reception**

Exhibit Hall (Sabal)

8 - 10 pm

**Committee meeting times** (being scheduled, TBA)

Rooms: TBA

## THURSDAY, June 13

6 - 7 am

**CoSIDA 5K Fun Run/Walk**

7 - 8:15 am

**NAIA Divisional Meeting**

Room: Key West

8 - 10 am

**Convention Registration** (Palms Registration area)

8:30 - 9:20 am

**Session: "Effective Communication"**

Presenter: Richard Dufresne, The Wellness Corporation

9:30 - 10:15 am

Split College Division and University Division sessions

**CDMAC Panel: "Video on a Budget"**

(Harbor Beach/Marco Island rooms)

Panelists: Aaron Segraves (Davenport),

Caley McCool (Pennsylvania State Athletic Conference)

Moderator: Bob Lowe (Barry) (Sawgrass/Vinoy rooms)

**UDMAC Panel: "Media & Social Media Training for Student-Athletes"**

(Sawgrass/Vinoy rooms)

Panelists: Tom Eiser (Xavier), John Lata (Florida State),

Chris Yandle (Miami)

Moderator: Scottie Rodgers (Ivy League)

10:30 - 11:45 am

**Divisional Meetings** (DI, DII, DIII, CIS)

9 - 11:45 am

**Exhibit Hall open** (Sabal)

Noon- 1:45 pm

**CoSIDA Hall of Fame Luncheon** (Sago)

Awards: CoSIDA Hall of Fame inductions; Lifetime Achievement Awards

1:45 - 4 pm

**Exhibit Hall open** (Sabal)

2:15 - 3:15 pm

**Session: "Branding"** – joint session hosted by CoSIDA & NACMA (Salon H)

3:30 - 4:25 pm

**Session: "Social Media Strategies"** (Salon H)  
Panelists: Gary Buchanan (Disney Social Media Managing Editor), Mark Hollis (Michigan State AD), Mat Kanan (Western Michigan), Jessica Smith (NCAA)  
Moderator: Wendy Mayer (Purdue)

4:30 – 5:30 pm

**Table Topics** (Royal)  
Host: Roy Pickerill (Kentucky Wesleyan) – 15 total topics  
TBA

5:30 - 7:30 pm

**Social in NACDA Exhibit Hall**

## FRIDAY, June 14

8 - 9 am

**NACDA Mega-Session** (TBA)

9 - 10 am

**NACDA Mega-Session** (TBA)

10 - 10:50 am

**Session: "Excelling in Your Career Without Undermining Your Health"** (Royal)  
Presenter to be announced in February  
Moderator: Dave Reed (Colorado College)  
Guest: Amy Canfield (Mount Holyoke)

10 - 11:45 am

**Exhibit Hall open** (Sabal)

11 - 11:50 am

**Session: "Design on a Dime"** (Royal)  
Panelists: Kelly Bird (Linfield), Gene Casell (Washburn), TBA  
Moderator: Dennis Jezek (Barry)

Noon- 1:45 pm

**CoSIDA Special Awards Luncheon** (Sago)  
Awards: Warren Berg Award; Arch Ward Award; Trailblazer Award; Bob Kenworth Community Service Award; Rising Star (College Division) Award; Rising Star (University Division) Award; 25-Year Awards

2 - 4:30 pm

**Exhibit Hall open** (Sabal)

2 - 2:50 pm

**Session: "You Are More Than an SID"** (Royal)  
Panelists: Larry Marfise (Tampa AD), Jack Neumann (Calgary), Scott Stricklin (Mississippi State AD)  
Moderator: Mary Beth Challoner (Toronto)

3 - 3:50 pm

**Session: "Streamlining"** (Royal)  
Panelists: Bernie Cafarelli (Notre Dame), Blair Cash (George Fox), Chris Yandle (Miami Fla.), Dan Drutz (Arcadia)  
Moderator: Matt Sweeney (Seton Hall)

4 - 4:30 pm

**CDMAC Session: "Working Effectively with Coaches"** (Harbor Beach/Marco Island)  
Panelists: Scott Musa (Shenandoah), Lenny Reich (Mount Union)  
Moderator: Steve Flegel (Whitworth)

**UDMAC Session: "Branding your Program via Your Website"** (Sawgrass/Vinoy)

Panelists: Zack Lassiter (UCF), Carter Henderson (Washington)  
Moderator: Justin Doherty (Wisconsin)

4:30 - 5 pm

**Skill Sessions** (two held simultaneous – A, B)  
(Salon 7A & Salons 12-14)

AND

5 - 5:30 pm

**Skill Sessions** (two held simultaneous – A, B)  
(Salon 7A & Salons 12-14)

(Session A) – **"Athletic Directors Who Have Been There"**

Panelists: Brian Granada (Arcadia), Ian McCaw (Baylor), Louise McCleary (NCAA)  
Moderator: Nick Joos (Baylor)

(Session B) – **"Here's the Pitch ... Stories to the Media"**

Panelists: Martin Fennelly (Tampa Tribune), Tim Reynolds (AP), Jamie Seh (WKMG-TV Orlando)  
Moderator: Jason Rich (Siena)

**SATURDAY, June 15**

8 - 9 am

**NACDA Mega-Session** (TBA)

9 - 10 am

**NACDA Mega-Session** (TBA)

9-11 am

**Exhibit Hall open** (Sabal)

10 - 11:20 am

**Session: "Writing for Sports Communications"** (Royal)

Presenter to be announced in March

11 am - 1:30 pm

**CoSIDA Goodwill and Wellness Committee Community Service Project** (TBA)

11:30 am-12:30 pm

**"Stat Dugouts"** –

rooms listed for each individual hands-on session:

Stat Crew (SC)

Baseball/Softball (SC) - (Aruba)

Football (SC) – (Bahamas)

Lacrosse (SC) – (Grand Cayman)

Volleyball (SC) – (Puerto Rico):

Wild Card Sports [Basketball, Tennis, Ice Hockey,

Golf (SC) - (St. Thomas)

Presto sports statistical software – (West Indies)

Program Hosts: Brian Morgan (North Florida), Tyler Price (Baker)

1 - 1:50 pm

**Session: "Diversity in the Profession"** (Royal)

Panelists: Ed Hill (Howard), Kenisha Rhone (Belmont), TBA

Moderator: Danielle Wright (Cincinnati)

2 - 2:50 pm

**Session: "Multimedia Expansion"** (Royal)

Panelists: Mike Bianchi (Orlando Sentinel), Melanie Jackson (ESPN), NCAA Digital Communications staff member

Moderator: April Goode (Virginia Tech)

3 - 3:30 pm

**CoSIDA Business Session** (Royal)

Coordinators: Joe Hornstein (FIU), 2012-13 CoSIDA President; Will Roleson (CoSIDA Director of Internal Affairs)

3:30 - 5:30 pm

**Skill Sessions** (Sessions C-F; two held simultaneous)

3:30 - 4 pm: Sessions C, D (Salon 7A & 8A)

4 - 4:30 pm: Sessions C, D (Salon 7A & 8A)

4:30 - 5 pm: Sessions E, F (Salon 7A & 8A)

5 - 5:30 pm: Sessions E, F (Salon 7A & 8A)

(Session C) – **"The Latest in Social Media"**

Panelists: Matt Brady (Texas A&M-Corpus Christi), Pat Coyle (Coyle Communications), Andy McNamara (Oregon)  
Moderator: Chris Lakos (Georgia)

(Session D) – **"Interview Tips for Student-Athletes"**

Panelists: James Bates (CBS Sports Network/former athlete), current student-athlete TBA  
Moderator: Frank Mercogliano (New Mexico)

(Session E) – **"PhotoShop, InDesign and Beyond"**

Panelists: Chris Kirkegaard (SIDEARM), Jamie Weir Baldwin (Michigan State)

(Session F) – **"Video Editing"**

Panelists: Brian Beyrer (Iona), Jeff Weinstein (Union, N.Y.)

6:30 - 8 pm

**ESPN Farewell Party/Reception**

at Disney Wide World of Sports





## Why Attend the 2013 CoSIDA Convention?

**Wednesday-Saturday  
June 12-15, 2013  
World Center Marriott, Orlando, Fla.**

CoSIDA's annual Convention, workshop sessions and networking opportunities are designed to help you think and grow as a professional. Our CoSIDA Conference is designed to make athletic communicators "think together."

In 2013, CoSIDA joins the NACDA & Affiliates Convention in Orlando, which presents the highest level of networking and joint programming opportunities in CoSIDA convention history.

Justifying your conference attendance to management can be challenging. With the current economy and athletic department cutbacks in professional development travel, much discussion is focused on the legitimacy of attending conferences.

**The reality: conferences are among the most cost-effective methods to obtain education, information, networking opportunities, and professional connections; discuss real-world communications concerns; share best practice information.** Given all the constraints on our time and money, these are key reasons that make conference attendance worthwhile.

The 2010 San Francisco Convention, 2011 Marco Island (Fla.) Convention and 2012 St. Louis Convention created great buzz among

participants and presenters with a tremendous strategic and digital communications-based workshop program great settings. And, in the last three-plus years, we have shattered our annual membership totals and now have a record membership close to 2,800.

There is great momentum within our national organization, and opportunities exist year-round for professional development ... help us carry this momentum to Orlando for the June 2013 national workshop! You will be challenged to consider new ideas, new strategies, new technologies. That's an invaluable investment towards your growth as an athletic communications professional.

When that happens, you will leave feeling energized, invigorated, and inspired.

### **The 2013 CoSIDA Convention which is part of the NACDA & Affiliates Convention gives you the best opportunity to:**

- \* Incorporate the ideas and information shared into becoming a better "intercollegiate athletic strategic communicator" in today's challenging and always-changing times – and hear from many experts in the process
  - Anticipate and adapt to the challenges of tomorrow's opportunities
  - Help build an organizational culture that allows for continued success in our profession
  - Refresh your analytical skills and update your professional toolkit
  - See case studies and best practices from communications and athletic management leaders
  - Meet the top communicators in our field, top collegiate athletic leaders and national figures. Ask them what keeps them motivated and rejuvenated on the job and glean valuable insight on their journey to the top. The conference is your golden opportunity to cultivate relationships with these industry leaders – what could be more motivating than that?
  - Working with other NACDA management groups as we co-host panels and breakout sessions, expand your knowledge base, improve your

personal skills and network. See what your peers are doing, what are new trends in the industry, and where there's room for movement and improvement.

- Participate in these break-out sessions specifically designed to stimulate your personal and professional growth. These will help you increase your ability to step up as a leader, influence others through powerful communication skills and develop a personal brand that is distinctly your own while vastly improve your chances for success.
- Focus on your critical NCAA/NAIA/CIS/NJCAA divisional issues and attend breakout sessions with a special focus on these divisional issues.
- Join our special luncheons and induction ceremonies to recognize CoSIDA Hall of Fame, Capital One Academic All-America Hall of Fame and other Special Award honorees.
- Use the job placement services via the CoSIDA Career Center and Job Seekers Committee job boards and on-site interviews.
- Attend the annual business meeting.
- Interact with the Board of Directors and divisional representatives to discuss CoSIDA programs, affairs, concerns, and future meetings.
- Join in social events, both planned and informal. Some of these will be CoSIDA-members only and others will be with our peers from marketing, fundraising, development and other senior athletic leaders in attendance at the NACDA & Affiliates convention.
- Carry out an important personal professional role – be a “participant” within your professional group
- The convention provides a wonderful opportunity for you to not only receive the benefits of being there but also provides you the opportunity “to give” as well to your colleagues and profession.

## The Convention is AFFORDABLE

CoSIDA recognizes that membership resources vary from campus to campus, office to office, division to division. Annually, the CoSIDA Conference, with its high quality and interactive programming, **is arguably the most-affordable national conference in intercollegiate athletics.** Other conferences in athletics cost upwards of 2-3 times the amount that the CoSIDA conference does.

Our Board of Directors works diligently to help keep the CoSIDA registration fee affordable for everyone. The 2013 pre-registration fee remains the same as last two years - \$195.00 for CoSIDA members. ***This is the lowest among all the collegiate associations- by \$100 dollars.*** Those registering with NACDA will pay substantially more in Orlando.

- Enjoy the beautiful award-winning Orlando World Center Marriott – in a vibrant Orlando area.

## Enhance Your Leadership Skills

- Get multiple perspectives on leadership in workshop sessions
- Conduct an interactive workshop session in the table topic format or at the digital technology summit. Present before your peers and share your interest and expertise
- Plan, coordinate and serve on a panel
- Serve on a CoSIDA Committee and meet during the Convention to review year-long goals and objectives and set new agendas for the next academic year.

## Connect and Learn with Your Peers

- Be among the thousands of CoSIDA and NACDA & Affiliate participants from diverse institutional and regional backgrounds
- Convention maximizes interactivity with a high ratio between speakers and participants and with breakout sessions for small-group work and discussion
- Network, network, network. Meet experts and colleagues to share tips to solve real-world communications issues and problems.

### **Enjoy the Orlando Experience**

- Interact and socialize with leaders, colleagues and friends in a beautiful hotel setting within numerous first-class amenities and activities with the popular Orlando entertainment and attractions close by. Take time to tour and to gain impressions of the region and city of our conference. Recent cities like San Antonio (2009), San Francisco (2010) and St. Louis (2012) were wonderful urban areas to visit. Our time on the ocean at Marco Island (2011) was unlike any other Convention location we've had. Now, we return to Orlando which was the site of our most popular CoSIDA Convention in history years ago.
- In your free time, enjoy the sprawling hotel indoor and outdoor amenities, shopping, and a great entertainment district nearby with Disney and other world-renown attractions. Gather indoors and outdoors to enjoy CoSIDA informal and social outdoor receptions and gatherings.

### **Excellent Networking Opportunities**

CoSIDA conferences are attended by people all over North America representing college and university institutions and organizations. Take the time to meet new people and enlarge your circle of professional connections.

This is an excellent opportunity to find out what others are doing, obtain tips, troubleshoot problems, bounce ideas around, and make friends so that when you go back home you've extended the number of people you can collaborate with. There are endless opportunities to talk to other athletic communicators who face the exact same problems as you do. As you learn from others, you can form networks of people to talk with throughout the year.

### **Diverse Workshop Programming and Content**

There's content for everyone! We've got presentations for newbies, experienced communications leaders, assistant directors and Assistant ADs, who come from small and large schools, public and private. From presentations

on management styles, leadership, crisis and strategic communications, digital communications, social media tools and tactics, you'll find something you can take back and use in your everyday work.

### **Hear inspiring Keynote Presenters**

The CoSIDA Convention has a tradition of impressive keynote presentations and speakers who are industry leaders. Recent keynote presentations were given by former NCAA President Myles Brand, former White House press secretaries and strategic/crisis communication experts Kevin Sullivan (2009) and Ari Fleischer (2010) while noted football coaching legend and motivational speaker Lou Holtz (2011) addressed a standing-room only crowd in Marco Island.

### **Meet leaders in the field.**

Shake hands, listen, exchange contact information. Meet the current and previous Presidents of the organizations, national athletic figures, speakers, presenters, CoSIDA leaders and our special guests and presenters who are leaders in intercollegiate athletics. These are the people who set the tone and tenor for our industry.

### **Share Like Experiences**

CoSIDA meetings, sessions and social opportunities offer you the ultimate in networking and learning - the opportunity to exchange information, ideas, and perspectives in person, face to face, with your colleagues, sponsors and key presenters from PR and athletic leaders.

### **Innovative & diverse workshop programming, focusing on communications best practices and professional development**

- Innovative programming: learn firsthand from industry experts in communications/journalism, writing, leadership, social media strategy
- Hear from national athletic leaders (AD's, NCAA, NAIA senior leaders and representatives) and noted speakers from business, entertainment and the like as they discuss global and national communications issues, review the role, challenges and expectations facing athletic communicators while offering solutions and assistance to help us with our every day concerns

- Interact with peers who share many of your same challenges and goals
- Keep up to date on new and emerging technologies
- Get immediate answers and solutions to issues within your organization (staffing, budget, time management, strategic communications, crisis communications, how to keep abreast of the social media/digital media explosion)
- Discover new products that can decrease expense, assist in raising awareness and exposure for your program/student-athletes and increase marketing revenue
- Walk away with "action ideas" that you can immediately implement once you return to work

### The Exhibitor Trade Show

Making personal connections with the exhibitors is another huge benefit to attending the conference. One quick conversation could solve what you've been trying to resolve for months. Attendees can get free trials and hands-on training resources, learn about the latest technology software and hardware, and meet people they had previously only dealt with by email or phone.

- See the latest in technology and take part in hands-on demonstrations
- Hear new product announcements
- Get answers directly from CoSIDA sponsors and vendors on the exhibition floor
- Do some comparison shopping; compare products side-by-side in the exhibitor area
- Seek solutions and find new technologies
- Talk with others who are using or considering a product or service you are researching

### Who Should Attend?

Everyone. There is something for every athletic communicators, regardless of your level of experience and tenure.

Again, the CoSIDA Convention is **affordable** and gives you a tremendous content-to-amount-paid ratio.

There's plenty of content for all levels of athletic communications to learn and apply ... You also might find that another organization is doing something similar to what you're doing and collaborate.

### TOP FIVE reasons why you would send staffers to the Convention:

- Chances are very good it will make them better athletic communicators
- It's an event that inspires members. There are constant opportunities for professional growth; to enhance your department, your athletic communicator will benefit from this experience, especially after a rigorous academic year and heavy workload
- It's an event where athletic communicators learn about the best practices that work on like campuses and conferences, about relevant surveys, research and trends, and have opportunities for hands-on learning and training
- Attendees share what they learned with other CoSIDA members and NACDA attendees during the conference and after the conference.
- **Networking, networking, networking!**

**Be a part of the solution!** Create a stronger future for yourself, your department, institution or conference by attending the 2013 CoSIDA Orlando Convention!

## CoSIDA/NACDA FAQ Document

(As of 9.19.2012)

**Q- What are the dates and sites for the 2013 CoSIDA Convention, which will be the first held in conjunction with the NACDA & Affiliates Convention?**

**A:** The 2013 CoSIDA Convention takes place in Orlando, Fla. at the Orlando World Center Marriott ([www.marriottworldcenter.com](http://www.marriottworldcenter.com)) from Wednesday-Saturday, June 12-15. Information is available at [www.NACDA.com](http://www.NACDA.com).

**Q- What other collegiate management associations attend the NACDA & Affiliates Convention?**

**A:** Under the NACDA "convention umbrella" are general NACDA convention programming and programming for:

- College Athletic Business Management Association (CAMBA)
- Collegiate Event and Facility Management Association (CEFMA)
- Division I-AAA Athletic Directors Association (DI-AAA ADA)
- Division II Athletic Directors Association (DII ADA)
- Football Championship Subdivision Athletic Directors Association (FCS ADA)
- International Collegiate Licensing Association (ICLA)
- Minority Opportunities Athletic Association (MOAA)
- National Association for Athletics Compliance (NAAC)
- National Association of Athletics Development Directors (NAADD)
- National Association of Collegiate Marketing Administrators (NACMA)
- National Alliance of Two-year College Athletic Administrators (NATYCAA)
- Other groups in attendance include: NCAA Division I, II and III athletic administrators and leadership, NAIA leadership

**Q- Where are the NACDA & Affiliates Conventions usually held?**

**A:** Unlike former CoSIDA Conventions, the NACDA Conventions do not rotate around all regions of the country due to the sheer size and scope of the Convention. There are not many convention centers/hotels that can hold the large amount of NACDA attendees and exhibitors. The 2012 NACDA Convention, for instance, took place in Dallas. The 2013, 2014, 2015 Conventions are set for Orlando, and the 2016 NACDA Convention is set for Dallas.



**Q- I'm concerned that with NACDA coordinating the convention that our programming will suffer and not be specifically directed to CoSIDA members as it is with our current convention setup.**

**A:** This is a totally unfounded concern. CoSIDA's Board leadership team, full-time staff, respective committees and divisional leadership groups will put together the convention program for Orlando as it has always done. CoSIDA's leadership team is 100% responsible for the convention program. NACDA's staff will simply assist the CoSIDA staff with room assignments, room setups, A/V needs, on-site registration area etc. but CoSIDA will fully determine "the CoSIDA Convention program."

**Q- I've been told that having our convention with NACDA will cost more.**

**A:** That is not correct. In fact, the convention could very well cost you less. For many decades, our CoSIDA conventions were a five-night convention if you came for the full program. Our convention within the NACDA concept will now be a maximum of four nights in length, thus saving one night of hotel costs. In addition, *Orlando is considered one of the most competitive flight destination cities in the nation* so flight costs might very well be less for many of our members than has been the case at former convention sites.

**Q- There is a concern that the CoSIDA convention registration fee in 2013 will be raised to be more in line with other NACDA affiliate groups.**

**A:** Again, that is not true. CoSIDA's registration fee for the 2013 convention in Orlando will be \$195, a fee that will be significantly below any of the other NACDA

groups at the Orlando convention in June of 2013. All of the other groups will have registration fee between \$325- \$400 per person. CoSIDA's \$195 price is the same registration rate as our 2011 (Marco Island) and 2012 (St. Louis) conventions.

**Q- Many in CoSIDA understand that moving our convention within the NACDA convention provides more opportunities for expanded continuing education, but they are not sure that they – or their organization - would be willing to pay for this.**

**A:** This is an unfounded concern. In September of 2009, CoSIDA staff members John Humenik and Barb Kowal met with the NACDA staff in Cleveland and got a commitment from NACDA which allows *all CoSIDA badge registration carriers to attend, at NO COST, any of the open seminars/ presentation for the other NACDA affiliates groups like the marketing, compliance, fundraising and AD groups.* All of those group members can attend our sessions as well at no cost.

In summary, your \$195 CoSIDA registration fee gets you into all of CoSIDA's programming sessions and also into ALL of the open sessions for these other NACDA groups. This makes the overall value of your convention registration fee a higher value than if you were attending a CoSIDA stand-alone convention.

**Q- How will CoSIDA members register if the rates are different for CoSIDA than other NACDA registrants? I noticed that the NACDA affiliates have an "Early Bird Registration Rate" for their conventions and that there is a cancellation fee (\$50.00) if you registered for the 2012 Convention and cancelled before June 1; after that date, no registration monies were refunded. Will this also hold true for CoSIDA registration in 2013 for the Orlando convention?**

**A:** As mentioned above, the CoSIDA convention rate for 2013 will be \$195 – a flat fee and not subject to "early bird" discounts. CoSIDA will have its own online registration portal and CoSIDA members will receive all that information later. As far as CoSIDA registration cancellation policies, the date to cancel your registration for the 2013 Convention is TBA.

**Q- Are there any other changes to the registration and hotel reservation processes for the 2013 Orlando convention?**

**A:** YES. One major change for CoSIDA members is that the 2013 registration and room reservations will have a much-earlier cutoff/deadline date than previous CoSIDA Conventions. CoSIDA members are going to be reminded often - via CoSIDA social media channels, membership emails, CoSIDA.com - of the impending earlier deadlines for both registration and hotel reservations. **NACDA's proposed cutoff date for hotel reservations is MAY 1, 2013. The price per night for a single/double at the Marriott World Center for the 2013 is \$171.00. There also will be much earlier deadlines for CoSIDA to finalize its convention programming than have been in the past.**

**NACDA will need CoSIDA's programming information (sessions, presenters, moderators and AV/technical needs) by MID-FEBRUARY for review and room assignments.** After review, edits/changes (NOT new submissions) may be made through March as the printing deadline is early April.

NACDA also plans to work with a sponsor/vendor to produce a mobile app (with a digital agenda and Convention info), and that also plays into the earlier deadlines.

**Q- I understand the main NACDA hotel has been in a sellout situation in past years. What if there is a sellout situation for the 2013 Orlando convention?**

**A:** There will be overflow hotels that NACDA/ CoSIDA will work with and contract with to accommodate an overflow situation if that arises. For instance – there are several Marriott properties located one mile to 1.5 miles away from the World Center and if convention attendees stay there, there will be a shuttle service available between these hotels and the World Center. **AGAIN, MAKING EARLY RESERVATIONS IS KEY IN ORDER TO STAY AT THE MAIN HOTEL.**

**Q- Some CoSIDA members say that their AD/organization might not send them to this convention and that is why they have had a hard time supporting this decision to move to the NACDA convention model.**

**A:** Most of this thinking is coming from concerns in the college division ranks. If your AD/school/ conference sent you to the CoSIDA convention because you and they believed it was an excellent

place for your continuing education, then there is no reason to change that thinking in 2013. Continuing education for our convention within the NACDA convention will be *totally determined* by the CoSIDA Board and program committee which historically has been the case.

***Not only will you get the same type of sessions as you have become used to, but you can also attend - at no additional cost - any of the open seminar sessions for the marketing, compliance, development, licensing and AD groups if you want.*** That, in addition to your normal CoSIDA convention experience makes it a value added continuing education experience. (Please see the Q&As below for more elaboration).

**Q- It seems that many in CoSIDA believe that this decision to combine our convention under the NACDA umbrella will benefit our Division I membership the most.**

**A:** Actually, due to the input of college division representatives who have attended the NACDA convention in the past, CoSIDA's leadership came to the realization that CoSIDA's college division membership might have the most to gain. Simply put, our College Division members have to wear more hats than do many in the DI ranks.

In addition to being communications/ information directors, they are also heavily involved in marketing, fundraising and compliance. As a result, a CD member can now come to the CoSIDA convention at NACDA and take part in the CoSIDA programming that interests them - AND also attend sessions in these other managerial areas. They can have a much more expanded continuing education experience. CoSIDA's leadership believes that this situation provides a "valued added" and "bang for the buck" scenario for that membership contingent.

**Q- What are the main benefits of the CoSIDA Convention becoming a part of the NACDA & Affiliates Convention?**

- It places CoSIDA's Convention within the most influential gathering of management executives in intercollegiate athletics each year. This cannot be overstated, as it relates to the multiple benefits that can be generated for CoSIDA and its membership. Those cumulative benefits (both formal and information) and networking opportunities

that will take place will assist CoSIDA in advancing many aspects of our profession and organization.

- For decades, we have been talking amongst ourselves about the issues facing our profession. We have become quite good at "preaching to the choir," yet our CoSIDA leadership came to the realization that we need to "preach to the congregation." That can happen with this NACDA relationship since we are now around all of the other groups in a face-to-face environment.
- It provides CoSIDA with a much higher profile among - and more direct access to - the decision-makers in college athletics than we now have. This is of utmost importance and urgency to the CoSIDA leadership as it seeks to advance professional and membership based objectives.
- Placing the CoSIDA Convention within the NACDA function provides CoSIDA members an expanded opportunity for "cross-over" panels and seminar participation. AD's and marketing administrators can attend and participate in CoSIDA panels, and vice-versa. CoSIDA members will gain a continuing education experience due to this, and that experience will greatly expand their personal and professional convention experience. Being aligned with NACDA greatly enhances CoSIDA's ability (organizationally and individually) to be better understood and provide its perspective to others in athletics that it cannot with the current "stand-alone" convention format.
- It enables CoSIDA and its membership to significantly improve the "networking" aspects and benefits of the convention as we will be in communication with AD's, marketing, compliance and development staffs. This gives us much more opportunity to enhance our visibility and advance our initiatives and have other athletic personnel gain a better understanding of CoSIDA members and our roles.
- So much of what we do as professionals, especially at the D2, D3 and NAIA levels, overlaps into many other areas like marketing, compliance, promotions, fundraising, etc. It makes good sense to be placed into an all-

encompassing convention for our professional needs and growth. Hearing and discussing what others do in these areas and exchanging thoughts and perspectives will result in a major “add-on value” in attending.

- This gives CoSIDA a tremendous opportunity to significantly advance the profile of the Capital One Academic All-America program and its Hall of Fame. The Capital One Academic All-America Hall of Fame Induction Ceremony could now be open to over 3,000 convention attendees instead of 800, and the ceremony can be attended by a new group of people (Presidents, AD’s, marketing directors, etc.) That ceremony at the NACDA Convention will provide heightened goodwill for this AAA program and CoSIDA’s singular role in its advancement. In addition, this will provide a boost for CoSIDA’s goodwill and PR throughout all segments of the collegiate community.
- CoSIDA’s divisional leadership groups will now be in a position to approach the athletic director leadership groups from D1, D2, D3 and NAIA about attending CoSIDA “divisional meetings” and ‘divisional based programming” for those groups, something that does not take place now.

#### **Q- What are the basic components of the CoSIDA/NACDA partnership?**

**A:** In June of 2008 the CoSIDA Board approved the organization's first-ever master strategic plan. Key components of that plan were: building much higher visibility throughout the intercollegiate athletics community; evolving CoSIDA from an organization primarily focused on the annual convention to one that is a 365-day based organization; building productive relationships and partnerships with other organizations and gaining more direct access to the leadership for those organizations.

The partnership with NACDA - approved by the CoSIDA Board in December 2008 - provides many of the components necessary to carry out that strategic plan. It enables CoSIDA's news to now be a part of the daily NACDA email blast (Daily Review) that reaches over 10,000 university/athletics administrators, thus ensuring that CoSIDA news and information reaches influential athletic leaders.

CoSIDA now has a monthly column in NACDA's *Athletics Management* magazine to discuss issues and developments in our organization and profession. Like the NACDA Daily Review e-blast, this column reaches thousands of administrators throughout intercollegiate athletics.

In addition, the partnership provides for CoSIDA's leadership to participate at NACDA's annual Mid-Year Affiliates Meeting which brings together all of the groups' Presidents and Executive Directors each January. The leaders update each other and discuss possible partnerships on projects. Until CoSIDA's first appearance at this event (in January of 2009), CoSIDA was the only management association not invited to this key event. This annual meeting has proved to be of high value to advancing CoSIDA initiatives.

CoSIDA's leadership also gets the opportunity to visit with other organizational leaders at the NACDA Convention and participate in leadership conference calls throughout the year. These provide CoSIDA with a key strategic need and the opportunity to be part of this collegiate leadership group - something that was not the case prior to the CoSIDA-NACDA partnership agreement of December 2008.

This direct access has resulted in a vastly improved situation for CoSIDA to build partnerships and pursue strategic initiatives. This has resulted in CoSIDA obtaining a dramatically increased profile within the intercollegiate community.

The final component of the partnership agreement is that CoSIDA [per NACDA's request in order for CoSIDA to gain the things mentioned above] bring its convention to the NACDA & Affiliates Convention beginning in June of 2013.

*By the time the 2013 CoSIDA Convention at the NACDA convention comes about, the CoSIDA/NACDA partnership agreement will already be 4 1/2 years along. The 2013 convention will represent just a few days of several hundreds of days of benefits that CoSIDA has already gained via this partnership.*

**Q- Will CoSIDA still have its own social activities and exhibitor area at the 2013 NACDA and Affiliates Convention? I understand that NACDA has a large exhibition area and its convention registrants attend social events in that exhibition area.**

**A:** Yes to both. CoSIDA will hold social receptions as in the past, open to CoSIDA convention registrants. CoSIDA also will have its own exhibitors. The NACDA exhibition hall and its vendors also will be on site and those open hours will be different than the CoSIDA exhibitor area hours. CoSIDA's staff is finalizing plans for CoSIDA registrants to attend ONE NACDA exhibitors social during the convention; at all other times, the CoSIDA badge/credential will not allow access to the NACDA exhibition area.

**Q- Will CoSIDA continue to do the Convention community-service outreach and have an event like the 5K fun run while in Orlando?**

**A:** Yes. The CoSIDA Goodwill and Wellness Committee is committed to community service projects and a health-oriented event (like a fun run/walk), although the logistics for an activity like a fun run/walk need to be worked out with the hotel and NACDA staffs. Again, the plan is to continue these special elements of the CoSIDA Convention as long as interest and commitment remain high. In fact, there is discussion to collaborate with other associations at NACDA to hold the community outreach and run/walk activity.

**Q- Will there be an opportunity to play golf at a local course? Since Orlando is such a vacation and tourist destination, will any discounts be offered so that CoSIDA members might go to places like EPCOT, Downtown Disney, Disney World, amusement parks, etc?**

**A:** A discounted golf rate at the Orlando World Center Marriott will be extended to CoSIDA convention attendees. There will be some discounts to local attractions which are TBA. See next question, below.

**Q- Are there special "family" activities that NACDA sponsors during its convention?**

**A:** At the St. Louis Convention, the CoSIDA Board of Directors will discuss "CoSIDA family/group activities" in Orlando. More details will follow throughout the next few months. CoSIDA members are reminded that the World Center is located close to many Disney

parks and other family entertainment. NACDA does not hold such events, but for NACDA & Affiliates Convention attendees, there are tickets available, at a discounted admission, to Disney attractions. (There usually is a 7-10 day window around the Convention to use those tickets.) On the World Center property, a lazy river is being constructed and will be operational at the 2013 convention.

**Q- Are there any special shuttle services or car rental promotions associated with the 2013 Convention?**

**A:** There will not be a direct NACDA/CoSIDA shuttle service to and from Orlando International Airport, but there are shuttle services available. Those services will be outlined later. As far as car rentals, NACDA has an agreement with Hertz and those details will be announced prior to the 2013 Convention.

**Q- What information on the NACDA & Affiliates Convention and any discussions of the 2013 plans took place at the 2012 St. Louis Convention?**

**A:** Materials available in St. Louis included this FAQ document, some agenda/program notebook samples from the 2013 NACDA Convention in Dallas, and a video from NACDA officials shown during the "CoSIDA Today and Beyond" town meeting session which was standing-room only. There also was a CoSIDA/NACDA booth in the exhibition area manned by CoSIDA leadership for certain times during the Convention.

Due to the fact that the NACDA Convention ran at the same time as our St. Louis Convention, no NACDA representatives were able to attend and address the CoSIDA attendees, so that is why the video from NACDA Executive Director Bob Vecchione to CoSIDA members was prepared.

CoSIDA and NACDA also plan to distribute and update this FAQ throughout the fall/winter, and plan to hold a joint membership call in the fall/early winter to discuss any issues with, and questions on, the CoSIDA/NACDA alliance.

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

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

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

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

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

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

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

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



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

Her popular monthly electronic newsletter has subscribers in 38 countries. She is a Microsoft Certified Application Specialist in Outlook. Widely regarded as one

of the leading experts in the field of employee productivity and workplace issues, she has been featured nationally on the CBS Early Show, CNN, NPR, Bloomberg, NBC TV, WB News, the New York Times, USA Today, the Wall Street Journal, the WashingtonPost.com, the Chicago Tribune, O Magazine, Entrepreneur, Readers Digest, and Forbes magazine.

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

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

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

# PUBLICATIONS CONTEST

## FIRST DEADLINE IS MARCH 1

### *CoSIDA Membership:*

Welcome to another year of the CoSIDA Publications Contests. We hope that you will consider entering your publications in a contest this year. Please note that only 2012-13 dues-paying members of CoSIDA may enter any of these contests.

For this year, the committee is accepting both hard copies and PDF copies of the entries. There will be a **March 1 submission/collection deadline for fall sports and basketball related contests**, and a **March 30 collection deadline for the remainder of the winter/spring sports categories**.

The first group of results (fall sports and basketball-related content) will be ready by May 1 and the second group of results will be completed by June 1.

The contest deadlines, coordinators and coordinators mailing addresses area all below.

If you have any questions, please contact me or the coordinator of your contest.

Thank you,

**Tyler Cundith**  
**2012-13 CoSIDA Publications Contest Committee Chair**

Sports Information Director  
Johnson County Community College  
12345 College Blvd.  
Overland Park, KS 66210  
tcundith@jccc.edu  
(913) 469-8500 ext. 3122  
Fax: (913) 469-2559



# PUBLICATIONS CONTEST

## CONTESTS GENERAL INFORMATION

### Deadline:

It is simple have your entries postmarked by the due date. You have the deadlines well in advance. If it is postmarked after the date it is disqualified from the contest. No exceptions.

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

### Contest Types:

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

### Divisions:

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

### How To Enter

For all contest entries, put the name of the contest, the division and district (in contests that call for it) on the outside of the envelope. All publications should be mailed to the appropriate contest coordinator. Please observe rules regarding entry blanks and deadlines. If entries are not properly entered, they will be disqualified. Three copies of each publication are required for an entry to be considered official. Programs and periodicals require three copies of three different issues from the same year.

STAPLE the completed entry form to at least one of your entries. Your CONFERENCE AFFILIATION and all other requested information must be indicated on the entry form in the appropriate places. Again, only dues paying members of CoSIDA may enter any of these contests.

### District Breakdowns

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

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

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

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

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

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

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

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

### Contest Rules

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

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

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

### Reasons You Could Be Disqualified

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

Contest coordinators are not required to forward entries which are improperly entered. These entries will be disqualified, therefore please pay close attention to the guidelines and contact the appropriate coordinator if you have additional questions or if you need a clarification.

# PUBLICATIONS CONTEST

## CONTESTS GENERAL INFORMATION

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

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

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

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

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

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

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

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

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

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

### Questions?

If you have a specific contest please contact Publications Contest Committee Chair Tyler Cundith of Johnson County Community College:

tcundith@jccc.edu  
Office: (913) 469-8500 ext. 3122  
Cell: (913) 488-5996

# PUBLICATIONS CONTEST

## COORDINATORS/DEADLINES

Contest	Coordinator	Submission Deadline	Results Date
Cross Country Media Guides	Rich Tortorelli	March 1	May 1
• College Division Football Media Guides	Matt Fowler	March 1	May 1
Fall Posters University	Dave Beyer	March 1	May 1
Football Media Guides FBS	Francis Tommasino	March 1	May 1
Football Media Guides FCS	James Greene	March 1	May 1
Football Posters University	Patty Constantin	March 1	May 1
Football Game Programs	Micah McDaniel	March 1	May 1
Men's Soccer Media Guides	Gene Cassell	March 1	May 1
Women's Soccer Media Guides	Rich Moser	March 1	May 1
Volleyball Media Guides	Christy Kramer	March 1	May 1
Women's Basketball Media Guides - College	Blake Freeland	March 1	May 1
Men's Basketball Media Guides - College	Paul Goldberg	March 1	May 1
Women's Basketball Media Guides - University	Sara Meier	March 1	May 1
Men's Basketball Media Guides - University	Steve Marovich	March 1	May 1
Basketball Programs	Zach Freeman	March 1	May 1
Basketball Posters - University	Chris Graddy	March 1	May 1
Winter At-Large Media Guides (Field Hockey, Wrestling, Gymnastics, Ice Hockey, Swim and Dive)	Daniel Ruede	March 30	June 1
Multi-Sport Media Guides	Logan Lawrence	March 30	June 1
Baseball Media Guides	Roy Allen	March 30	June 1
Single-Sport Media Guides	Tina Price	March 30	June 1
Conference Media Guides	Marlon Furlongue	March 30	June 1
^^College Posters	Kristy McNeil	March 30	June 1
Special Events	Kelly Vergin	March 30	June 1
Single-Sport Programs	Patrick Pierson	March 30	June 1
Softball Media Guides	Jeremy Wu	March 30	June 1
Winter, Spring Posters - University	Chris Thompson	March 30	June 1
Spring At-Large Media Guides (Golf, Tennis, Track and Lacrosse)	Michael Morgan	March 30	June 1
Postseason Media Guides	Taylor Flatt	March 30	June 1

### NOTES FOR 2012-13 SUBMISSIONS

• For the category "College Division Football" this includes NCAA DII, NCAA DIII and NAIA

^^ -- All College division posters are in one category. The separated posters contests are for University division only.

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

# PUBLICATIONS CONTEST

## COORDINATORS MAILING LIST

<b>Name</b>	<b>College/University</b>	<b>Address</b>	<b>City, State, ZIP</b>
Roy Allen	Seward County CC	POB 1137	Liberal, KS 67905
Dave Beyer	McMurry University	1401 Syales Blvd.	Abilene TX 79605
Gene Cassell	Washburn University	1700 SW College	Topeka, KS 66621
Patty Constantin	Our Lady of the Lake University	411 S.W. 24th Street	San Antonio, TX 78207
Taylor Flatt	University of Alabama-Huntsville	205 Spragins Hall	Huntsville, AL 35899
Matt Fowler	Northwestern State	Panther Coliseum, 220 S. Jefferson	Natchitoches, LA 71497
Blake Freeland	Oral Roberts University	7777 S. Lewis Ave	Tulsa, OK 74171
Zach Freeman	Lancaster Bible College	901 Eden Road	Lancaster, PA 17601
Marlon Furlongue	Bluefield State College	219 Rock Street	Bluefield, WV 24701
Paul Goldberg	Univ. of Southern California	HER-103, 3501 Watt Way	Los Angeles, CA 90089-0602
Chris Graddy	Arkansas State	PO Box 1000	State University, AR 72401
James Greene	Patriot League	3773 Corporate Parkway, Suite 190	Center Valley, PA 18034
Christy Kramer	University of North Dakota	2751 2nd Ave. N. Stop 9013	Grand Fork, ND 58022-9013
Logan Lawrence	St. Edwards University	3001 S. Congress Ave.	Austin, TX 78704
Steve Marovich	Carthage College	20001 Alford Park Drive	Kenosha, WI 53140
Micah McDaniel	California Baptist University	8432 Magnolia Ave.	Riverside, CA 92504
Kristy McNeil	Princeton University	Jadwin Gym	Princeton, NJ 08544
Sara Meier	Rocky Mountain Athletic Conf.	1867 Austin Bluffs Pkwy, Suite 101	Colorado Springs, CO 80918
Michael Morgan	Lindenwood University	209 S. Kingshighway	St. Charles, MO 63301
Rich Moser	Eastern Illinois University	600 Lincoln Ave., Lantz Arena	Charleston, IL 61920
Patrick Pierson	Florida Gulf Coast University	10501 FGCU Boulevard South	Fort Myers, FL 33965
Tina Price	Old Dominion University	Intercollegiate Athletics Jim Jarrett Athletic Adm., Building	Norfolk, VA 23529-0201
Daniel Ruede	University of Hartford	Sports Center, 200 Bloomfield Ave.	West Hartford, CT 06117
Chris Thompson	Evergreen State College	2700 Evergreen Pkwy NW, CRC-210	Olympia, WA 98505
Francis Tommasino	Christopher Newport University	Freeman Center, 1 University Place	Newport News, VA 23606
Rich Tortoreli	Oklahoma City University	2501 N. Blackwelder Ave.	Oklahoma City, OK 73106
Kelly Vergin	SUNY Brockport	350 New Campus Drive	Brockport, NY 14420
Jeremy Wu	Univ. of Southern California	HER-103, 3501 Watt Way	Los Angeles, CA 90089-0601

# PUBLICATIONS CONTEST

## 2012-13 ENTRY FORM

**(All information must be TYPED)**

Please duplicate as many entry blanks as needed. All contests require multiple entries.

Attach an entry form to each entry.

### Contest Category:

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

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

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

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

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

Is this sport an Independent? [circle] Yes No

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

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

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

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

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

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

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

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

Game programs designed by professional agencies will be disqualified.

### ENTRY CHECKLIST – Have you ...

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

# **FRED STABLEY, SR.**

## **WRITING CONTEST**

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

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

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

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

**The deadline for submission is February 22, 2013.**

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

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

### **CONTEST CATEGORIES**

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



**Q&A with University of Washington's new media manager Daniel Hour:  
SOCIAL MEDIA AND EDUCATING STUDENT-ATHLETES  
ON RESPONSIBLE ENGAGEMENT**  
*by Ronnie Ramos via sportsjournalism.org*

Daniel Hour, University of Washington Athletics' Manager of New Media and Recruiting Services, was a presenter during last week's "Social Media and the Student-Athlete" educational session at the 2013 NCAA Convention in Dallas. That panel was livestreamed as a webinar in combination with a CoverItLive blog. Over 700 - including hundreds of CoSIDA members - viewed the live streamed event and/or participated in the CIL blog. View the on-demand panel video at [https://ncaa.s3.amazonaws.com/web\\_video/convention/2013/videoindex.html](https://ncaa.s3.amazonaws.com/web_video/convention/2013/videoindex.html)  
See online: UW's Hour discusses developing social media, educating student-athletes on responsible engagement, by Ronnie Ramos via [sportsjournalism.org](http://sportsjournalism.org)

Ronnie Ramos is the former managing director of digital communications for the NCAA who recently was named Sports Director of the Indianapolis Star. Prior to joining the NCAA, he spent 25 years as a newspaper reporter and editor, splitting his time between news and sports at five newspapers, including The Miami Herald and Atlanta Journal-Constitution. Follow Ramos on Twitter - [twitter.com/RonnieRamos](https://twitter.com/RonnieRamos)

As social media becomes more critical to sports teams, leagues and conferences, some organizations have started hiring people to specifically handle social media functions.

To date, it seems as if each social media job is unique to that specific organization. In the first of an occasional series aimed at new media jobs in the sports world, we caught up with Daniel Hour.

Hour is the manager of new media & recruiting services at the University of Washington. Last week, Hour was at the NCAA national convention in Dallas, where he served on a panel discussing student-athletes and social media.

**Talk about your position as it relates to social/new media. How long have you held the position? When and why was the job created (to include social media)?**

The new media position was created in 2009 but was updated to new media/recruiting in 2011 when I took over. My job is to oversee the University of Washington Athletic Department's new media strategy. The driving theme behind that strategy is recruiting which means recruiting student-athletes and recruiting fans.

My boss and mentor OD Vincent, a Senior Associate Athletic Director at UW, created the position at a time that social media was not really used for business. I'm not sure how he knew social was going to be so important so early on but he did. OD just has an uncanny ability to make wise investments.

**What experiences (or previous jobs) prepared you best for your current job?**

I spent two years (2007-2009) as the Director of Ops/ Assistant Coach for the UCLA men's golf team (2008 NCAA Champions). That experience is the foundation of everything I base my work on because it gave me a clear understanding of what coaches actually want and actually need to succeed. It allows me to approach everything from a solution-based perspective because if there's one thing that's true about every coach - they ask you to do something today when they needed it yesterday.

It also provided me with the insight to what student-athletes actually care about and what they will or won't listen to.

**How do you manage student-athletes and social media?**

We do a lot of “creative” education with our student-athletes because they are 18-22 year old kids that are going to make mistakes. It’s our job to educate and help them learn from their mistakes. Example: Instead of going in-depth into the department social media policy (three-pages full of text), we go through a packet of “peer failures in social media”. The peer aspect gives the student-athletes context that “Hey, this could happen to you even if you’re not a football player.” It also makes the presentation entertaining and easy to digest.

**The three main themes in the presentation are:**

1. Think before you tweet.
2. It’s a privilege to play for the UW, not a right.
3. Is this how you want to make ESPN?

Restrictions on content are all dealt with on a team-by-team basis under the direction of the head coach. However, there is one thing I try to restrict or at least lecture sternly against: disclosing your location, especially if you’re alone. That’s actually another one of our creative education pieces because we’ve had one or two issues with fans taking their “fandom” too far.

**One of your innovative approaches is to spotlight student-athletes’ social media accounts. How did that start and how do you think it is going at this time?**

The light bulb moment happened early in 2011 when I kept hearing about schools hiring third-party companies to give “Scared Straight” lectures on what not to do on social media. It reminded me of my time as a coach when we would have officials or administrators come into team meetings and tell you what not to do for an hour. Once that hour was over, we’d forget everything that was just said, go back to our daily lives and never see that person again. I’m not condoning that approach, but that was just reality. There was absolutely no incentive for the kid to listen.

That’s not what I wanted to happen at the UW. So we took the opposite approach and built a program around student-athletes we could trust and promote. We currently have 35 or so student-athletes in the program and are adding more every quarter. It’s worked great so far because not only are student-athletes coming up to me asking me how they can be a featured athlete, coaches are throwing out suggestions too because they realize how powerful the student-athlete voice is in recruiting.

**Other than Facebook and Twitter, what other social media platforms do you think have promise for your program? Have you had any success with any of them?**

The three others we’ve chosen to focus on are Instagram, Pinterest, and Tumblr. We chose to go with these three because that’s where the majority of our fans were. There’s no point in joining a social network if critical mass is not there. There are only so many hours in a day! Also, each one of those networks serves a very different and distinct purpose so it’s easy for my team to determine what content goes where.

The network we’ve had the most “success” with (media-attention wise) would be our Pinterest page; it was featured in Mashable’s first article about sports and Pinterest in February 2012.

Another platform we’ve had tremendous success with is Tagboard. They’re more social network curator than actual social network. It’s a very aesthetically pleasing way of integrating Twitter, Instagram, and Facebook all together based on hashtags. We’ve got 2 primary Tagboards. I’m also very proud of the fact that we were the first to partner with them and now they are rocking and rolling with many Division I programs across the country like Miami and VCU.

**How important is social media to recruiting? In what ways do you leverage social media in the recruiting process?**

Social media is huge for recruiting. I can’t tell you all of our recruiting secrets but here are some questions that will at least get you thinking about why recruiting through social media is essential:

- How do you communicate (or show off your campus, gear, city) with a kid you’re not allowed to directly communicate with (while staying NCAA compliant)?
- And then when recruits are of-age and you’re able to communicate w/them, how do you reach them when they hate checking email?
- And with a recruiting timeline that has kids in almost every sport committing before they can even take an official visit, how do you evaluate a kid’s off-court character?
- And if none of those give you a hint, what do 14-17 year olds do all day on their smartphones when they should be paying attention in class? (Hint: it’s probably not checking the weather or stock quotes!).

You can follow Hour on Twitter at @dhourr.

# NACDA CoSIDA Corner:

## CoSIDA - Leading the digital communications and social media revolution in college athletics



*by Chris Syme,  
Chair of the CoSIDA New Media/Technology  
Committee*

This column appears in the February 2013 issue of NACDA's Athletics Administration Magazine. That issue focused primarily on social media and collegiate athletics. Syme writes about how CoSIDA has been proactive in teaching and guiding its members about social media trends and tactics, social media policy and social media education.

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."

In October 2012, CoSIDA President Joe Hornstein wrote a CoSIDA Column on the CoSIDA/Cryder Rinebold strategic branding study and Director of External Affairs Barb Kowal wrote the November column which focused on the online CoSIDA Resource Library while Academic All-America® Committee Co-Chair Bernadette Cafarelli followed with a December piece on the Capital One Academic All-America program.

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.

We all know social media has caught on for everyone, everywhere. What we're doing with social media in college athletics seems to evolve every single day.

Some universities, however, still feel like social media is a necessary evil.

Afraid of a negative viral event or not understanding its value, they tentatively navigate the social media landscape as though it were filled with land mines. Yet, social media is a must for college athletics, and CoSIDA is at the forefront of helping institutions learn how to use social media to turbo boost a university's brand.

Recent studies show social media now accounts for nearly a quarter of people's time spent online. As a result, organizations that continue to ignore the online community or dismiss its influence and conversations are putting their reputations at risk and miss out on important stakeholder feedback.

It also is essential for your department to deliver content that is usable across multiple devices such as tablets, mobile and smartphones.

CoSIDA's objectives in helping athletics departments navigate the digital space includes helping the athletics community anticipate what's next on the horizon and what's trending in our ever-changing, 24/7 communications world of today.

Social media training/education for coaches and student-athletes and emerging trends, tactics and tools are popular year-long continuing education sessions and annual Convention sessions offered by CoSIDA.

**More Social Media Education**

Recently, CoSIDA has sponsored a number of significant research studies on social media. In September 2012, CoSIDA sent out a membership survey — partnering with the Council of Advancement and Support of Education (CASE) — on how colleges are using social media in a crisis that will be published in CASE Currents in March 2013.

The survey, which had nearly 500 participants, assessed how schools are training student-athletes and coaches to use social media and what methods of social media monitoring are being used. The data gathered also will be used to aid CoSIDA in designing continuing education sessions and 2013 Convention programming and will be reported in a series of blog articles.

In November 2011, CoSIDA member Clay Stoldt, chair of the Wichita State University Department of Sport Management, surveyed members to learn how social media technologies are being used and how they are impacting the profession. The survey results (found here) were shared at the 2012 CoSIDA Convention and in a CoSIDA.com online video presentation and provide a baseline for future evaluations of social media use and impact in the athletics communications field.

The CoSIDA.com website publishes content designed to showcase how schools are using social media in addition to timely articles written by the membership on social media tips. CoSIDA also puts out a weekly Communications Watch digital news brief that is loaded with links to articles on social media, crisis communications, brand and reputation management, editing and writing tips, communication trends and more.

As we look ahead through 2013, we need to embrace and master more digital and social media challenges and continue to help train professionals.

For example, the emergence of platforms like Pinterest, Instagram and infographics demonstrate the new importance of using visuals in our PR/marketing efforts. Again, maintaining a positive social media reputation is no longer an optional communications strategy, but instead is a business imperative and has become a daily responsibility for athletics departments.

CoSIDA has distinguished itself as a go-to resource for social media strategy in college athletics, and we are continually looking for the best ways to serve the entire intercollegiate athletics industry.

CoSIDA helps athletics communicators map the social media landscape with a number of tools. First, we offer cutting-edge continuing education webinars. Recent topics include how to train student-athletes and coaches to use social media, social media crisis and response strategy, video/digital tools for a range of budgets and using social media dashboards. CoSIDA also shows highlight video sessions from its annual convention in a free, on-demand YouTube format at CoSIDA.com.

All these sessions are open to anyone from the collegiate athletics community. Presenters include leaders from athletics communications, marketing, web management and university communications, along with leading social media experts.

CoSIDA's New Media/Technology Committee annually tackles a number of projects designed to help the membership acclimate to new trends and solidify strategy for old ones. The committee provides content for the CoSIDA website — open to all — that includes how-to articles, commentaries on new tools and successful case studies of innovative campaigns schools have done in social media.

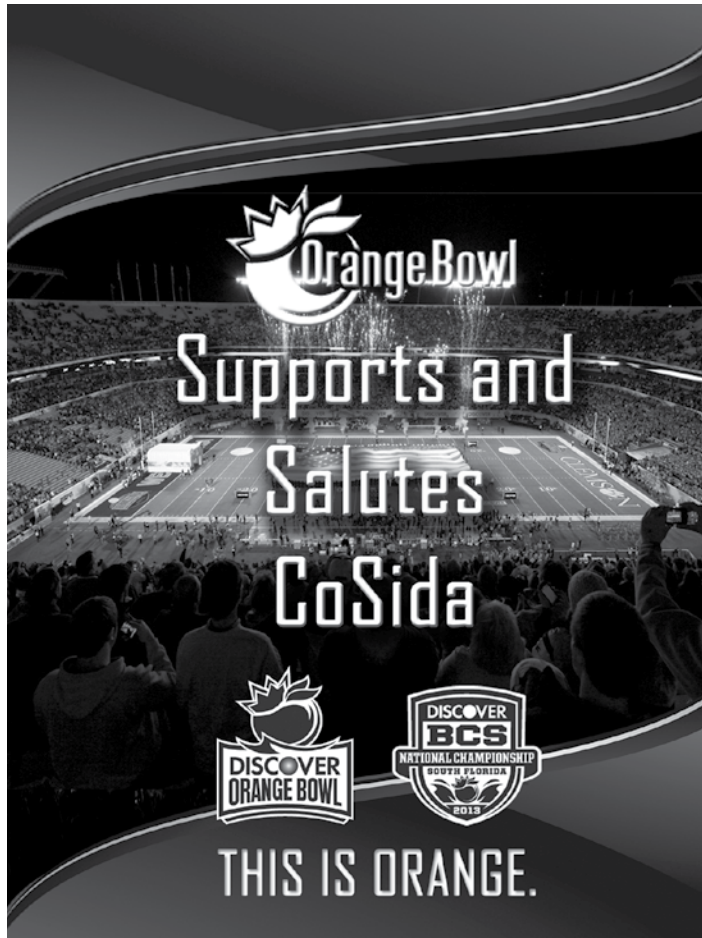
The New Media/Technology Committee focuses include:

- populating the new CoSIDA.com online resource library with resources such as a list of social media policies, sample training programs for student-athletes, how-to videos and more;
- promoting and moderating a chat group on LinkedIn;
- promoting and participating in the weekly SIDChat, an online discussion of topics and issues facing the athletics communicator;
- promoting The SID Board forum channel where communicators can get answers to their questions;
- working with CoSIDA Convention planners to get the brightest social media stars to present each year.

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# SAAC AND YOU

## *a partnership of promotion*

by *Eric McDowell,*  
**CoSIDA Second Vice President**  
**Assistant Athletic Director for Sports Information**  
**Union College (N.Y.)**

**Note:** At the 2013 NCAA Convention in Grapevine, Texas (Jan. 16-19), CoSIDA 2nd Vice President Eric McDowell, the Union College (N.Y.) Assistant AD for Sports Information met and made individual presentations to the NCAA DI, DII and DIII national SAAC (Student-Athlete Advisory Committee). Below is his summary of how athletic communicators can work closely with their campus and conference SAAC groups. Included are the thoughts of SAAC representative Nafessa Connolly, a volleyball standout from Simmons College in Boston.

At the 2012 CoSIDA Convention in St. Louis, McDowell moderated a panel of current student-athletes who are all national leaders in SAAC. You can view the archived session here on CoSIDA's YouTube channel.

Where do we find those stories...the stories inside the uniform, inside the person...the stories in the community, classroom, overseas, and in the hospitals, elementary schools and middle schools? What are your student-athletes really up to? We'd love to know.

So would your president, your athletic director, your alumni and fans.

The Student Athlete Advisory Committee is your best bet to get to know the student-athletes beyond the score. They are the leaders on your campus, and they have the pulse of the teams. They know the stories, and you can develop a relationship with them that will benefit both parties.

At the recent NCAA Convention, Eric McDowell (Union, NY), CoSIDA's 2nd Vice President, once again presented to each of the NCAA divisional SAAC leaders. This year, he tweaked his presentation to show the results of the development of the relationship between the SID and SAAC on campuses. Five stories were discussed to the group, emotional stories that were brought to the attention of the sports communications professional from a member of the SAAC group on that campus. You can read about the presentation and the stories in the attachment [HERE](#).

Nafessa Connolly of Simmons College (pictured, right) is a member of the NCAA Division III SAAC, and also represents student-athletes on working group with NCAA and CoSIDA leadership.



"Student-athletes have relationships with their teammates, coaches, and may be lucky enough to have ones with their AD, assistant AD, trainers and more. Sports information directors/SIDs often go off the radar because they're usually working behind the scenes of our athletics page, social media, game stats, and what not," said Connolly.

### **Here are more of Connolly's thoughts:**

"I think any relationship is a good relationship, especially if one is involved in athletics on their campus. The SID and student-athlete relationship can, like any relationship, lead to job opportunities, a friendship, but more importantly, a better understanding and appreciation for the individual and job. After attending the CoSIDA convention I was able to fully understand the role of an SID. It goes much deeper than just taking stats. They manage a lot of behind the scenes action, the media and website, sometimes they even help with SAAC. Connecting with your SID can help them better promote the full character of a student-athlete, especially in Division III. Allowing that relationship to bloom can help the individual and the institution excel in that better understanding of both roles and help the word of mouth messaging, encouraging other faculty members or student-athletes to adopt such a relationship."

Connolly was one of three NCAA students who attended the CoSIDA Convention in St. Louis in 2012 and presented to the convention members.

The success stories are out there. They are not hard to find, when you have the members of SAAC by your side.



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- Flexibility to add up to eight camera angles from show, to show.
- Built-in live streaming at the push of a button.
- Stream, record, project and broadcast—all at once.

# FIVE

## Questions . . .

### With Wayne Block

*Sports information Director, Mesa Community College (Arix.)*

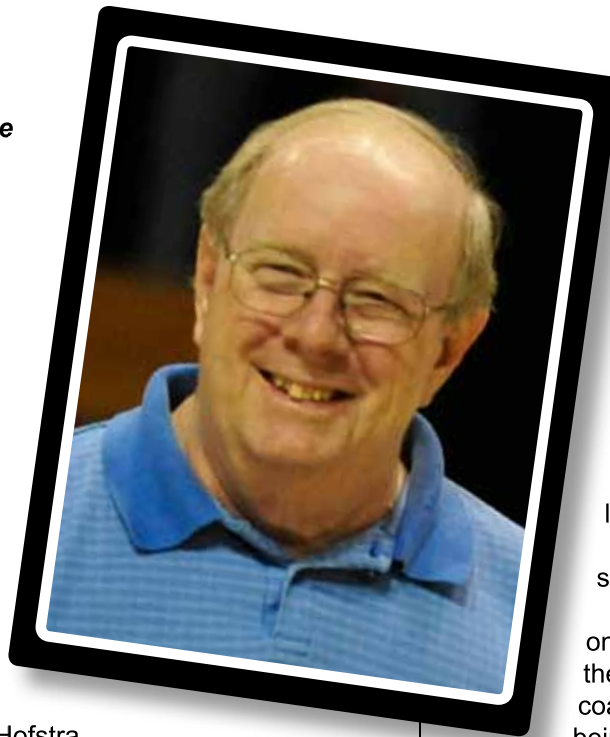
*by Larry Happel, Central College*

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

It has to begin with Dick Gordon, the sports information director at Hofstra when I was a student there. Our relationship began when I played on the freshman basketball team and got to know him a little. I was nowhere near good enough to move up to varsity the following year, so I joined the campus newspaper, the Hofstra Chronicle, in order to stay involved in sports. In that role I got to know Dick even a little better and eventually began to work for him in the sports information office. This was from 1962-66 when sports information was in its infancy and I truly believe Dick was an unheralded early pioneer.

From there it was on to two years at the Albany (NY) Times Union, two years at Rensselaer Polytechnic Institute (RPI, even now I have to double-check the spelling of that) and then a year at C.W. Post College.

But by far the biggest influence on my career was CoSIDA Hall of Famer Wendy Weisend, of Virginia Tech, for whom I worked from 1971-75. I was the first full-time assistant SID Tech ever had and under Wendy's tutelage truly learned what the profession was all about. Wendy was the consummate professional in a career that, even then, was only beginning to blossom. He knew exactly what he



wanted and never compromised his standards. Even today I can still hear a booming "QUIET" over the football press box PA when the journalists got a little too carried away.

The only bad thing about working for Wendy was that I learned so much and I became a little too full of myself. After four years, young and headstrong, I felt I really needed to be a head SID again. When several attempts to earn a top job at a variety of schools did not pan out, I foolishly gave up sports information completely and left the profession for seven years.

Fortunately, and completely by chance, I stumbled into the job at Christopher Newport.

It was there that the third major influence on my career entered my life, C.J. Woollum, the athletic director and men's basketball coach. It wasn't that C.J. taught me much about being an SID, he simply gave me the freedom, and most importantly, the tools to do the job right. No SID could ever ask for a more supportive AD. He provided the budget and support to accomplish the things we wanted to do to push CNU into the forefront of Division III sports information. For about the last 7-8 years of my 27 there I actually had two full-time assistants. I'm not sure if, even today, any Division III school has a staff of three full-timers.



## **2. *It can't be true. You found a sports information job that requires less than 80 hours a week?***

It certainly doesn't seem like less than 80 hours some weeks, but it truly is. After a year-and-a-half of retirement, although I did work a little part-time before joining Mesa, I got a little bored and decided to jump back in. I have to say I am enjoying myself every bit as much as my previous full-time days, although this job is really a little more than part-time. People in some parts of the country, such as Virginia where I spent 36 years, don't realize how big junior college sports are in other parts of the nation. Mesa has 18 sports, including football, about the same as many NCAA schools.

The difference is, and this is very unfortunate in my estimation, that most junior colleges don't even try to have much of a sports information office. Here at Mesa, for instance, statistics are kept for all sports by the coaches--except football and basketball. It has always been that way. I am not required to be at any of the other events, although I do try to make some. In this, my first year here, I do not have any student assistants, although I hope to rectify that next year. So, I still rely on the coaches to a greater extent than I ever would have at CNU. Besides, if I tried to attend everything my wife would kill me. I am, after all, retired -- well, sort of.

And, for those who know me, my wife, Linda, is still my biggest supporter, as always, right by my side helping out at most of the events I do work. And she isn't retired.

## **3. *You note you have a unique perspective, having worked in all three NCAA divisions and now at a junior college. What differences did you see and what qualities in an athletics communications professional transcend divisions?***

If done right, the only difference between the NCAA divisions is really the level of funding for sports information. Sure, CNU never had ESPN on campus or had to worry about hordes of media for big games. But the basics are really the same -- servicing whatever media you do attract, taking care of the athletes and coaches in seeing that they get whatever recognition is possible and trying to project the best image possible of your institution.

I mentioned above my four years at Virginia Tech with Wendy Weisend. When I got back into SID work at Christopher Newport, I approached my job with the intention of giving CNU the closest thing I could to a Division I office, knowing, of course, that there were major budget limitations. We did the best media guides we possibly could, began internet broadcasting of games before almost anyone else in Division III and had one of the first websites.

It was always my feeling that CNU, its coaches and athletes, deserved the closest thing I could provide to a Division I experience.

Unfortunately there still are only a few junior colleges with SIDs and this is very frustrating to me. It can be quite challenging just to get basic rosters and stats from many schools. This really isn't the case very much in Division III any longer. The vast majority of schools there are doing very good jobs.

But junior college is really lagging. Presto Sports has joined forces with the NJCAA to provide a great platform to exchange information, but too many of the schools just aren't taking advantage of it.

Tom DiCamillo, CoSIDA's Past President, also lives here in the Valley of the Sun and we have briefly discussed trying to take some action to improve the situation. Maybe this summer the two of us can sit down and come up with some ideas.

It is really a shame that many schools are not taking sports information very seriously. Many of our athletes are trying to make the move to four-year schools, some to major institutions, and we should be doing everything we can to assist in their efforts.

## **4. *What do you miss most about your job at Christopher Newport and what were your personal highlights there?***

Obviously, if you stay in one place for 27 years, you must have enjoyed your time. That was certainly the case for me at CNU. The people were great, the support that I mentioned previously was fabulous, and the success didn't hurt any, either.

From the very top, CNU President, Sen. Paul S. Tribble, Jr., right down to C.J. Woollum and all the coaches, everyone did their part to make it a great place to work.

And, I guess I should mention my long-time assistant, Francis Tommasino, even if he is a Yankee fan.

I enjoyed my years so much, and there were so many highlights, that I actually wrote a book about the history of CNU sports the year after I retired.

## **5. *What keeps you in the profession after all these years?***

It's exactly what I just mentioned above, the support and gratitude of the players, coaches and administrators.

I have been able to institute some things here at Mesa that never previously existed. Things such as webcasts of many events, full-fledged media guides (although we don't have the funds to print them, they are online) and a fully functioning website that is kept up-to-date daily. They are things that no one would have thought twice about at CNU, but have generated a lot of excitement here. It's so nice to hear athletes, and coaches, say "Wow! This is great," talking about things they have never had before. It is certainly nice to know that your work is appreciated.

# COSIDA CALENDAR

## UPCOMING MEMBERSHIP SCHEDULE AND DEADLINES

### FEBRUARY

#### • MONDAY 18

CAPITAL ONE ACADEMIC ALL-AMERICA® MEN'S AND WOMEN'S BASKETBALL TEAMS ANNOUNCED FOR COLLEGE DIVISION (NOON, ET)

#### • TUESDAY 19

CAPITAL ONE ACADEMIC ALL-AMERICA® MEN'S AND WOMEN'S BASKETBALL TEAMS ANNOUNCED FOR DIVISION III (NOON, ET)

#### • WEDNESDAY 20

CAPITAL ONE ACADEMIC ALL-AMERICA® MEN'S AND WOMEN'S BASKETBALL TEAMS ANNOUNCED FOR DIVISION II (NOON, ET)

#### • THURSDAY 21

CAPITAL ONE ACADEMIC ALL-AMERICA® MEN'S AND WOMEN'S BASKETBALL TEAMS ANNOUNCED FOR DIVISION I (NOON, ET)

#### • FRIDAY 22

FRED STABLEY, SR., WRITING CONTEST SUBMISSION DEADLINE

### MARCH

• NO CAPITAL ONE ACADEMIC ALL-AMERICA® PROGRAM NOMINATIONS OR TEAM ANNOUNCEMENTS THIS MONTH

#### • FRIDAY 1

PUBLICATIONS CONTEST SUBMISSION DEADLINE FOR ALL FALL SPORTS AND MEN'S & WOMEN'S BASKETBALL CONTESTS

#### • SATURDAY 30

PUBLICATIONS CONTEST SUBMISSION DEADLINE FOR ALL WINTER SPORTS (EXCEPT MEN'S & WOMEN'S BASKETBALL WHICH HAS A MARCH 1 DEADLINE) AND ALL SPRING SPORTS

### APRIL

#### • TUESDAY 2

CAPITAL ONE ACADEMIC ALL-DISTRICT BASEBALL & SOFTBALL NOMINATION PERIOD BEGINS; DEADLINE IS 6 P.M., ET ON TUESDAY, APRIL 16

#### • FRIDAY 5

COSIDA PHIL LANGAN INTERNSHIP GRADUATE INTERNSHIP GRANT APPLICATION DEADLINE

#### • FRIDAY 12

COSIDA LANGSTON ROGERS POSTGRADUATE SCHOLARSHIP AND WYLIE SMITH POSTGRADUATE SCHOLARSHIP APPLICATION DEADLINES

#### • TUESDAY 16

CAPITAL ONE ACADEMIC ALL-DISTRICT MEN'S & WOMEN'S AT-LARGE NOMINATION PERIOD BEGINS; DEADLINE IS 6 P.M., ET ON TUESDAY, APRIL 30

#### • FRIDAY 19

CAPITAL ONE ACADEMIC ALL-DISTRICT BASEBALL & SOFTBALL VOTING PERIOD BEGINS; DEADLINE IS 6 P.M., ET ON TUESDAY, APRIL 30

• COSIDA SCHOLARSHIP PROGRAM NOMINATIONS CONTINUE - (DEADLINES IN APRIL & MAY 2013)

# Annual CoSIDA Scholarship Program

Scholarship Applications and Deadline information for candidates of 2013-14 scholarships are listed below. Deadlines are in mid-April and early May of 2013.

- CoSIDA Phil Langan Graduate Internship Grant (\$10,000)
- CoSIDA Langston Rogers Postgraduate Scholarship (\$5,000)
- CoSIDA Wylie Smith Postgraduate Scholarship (\$5,000)
- CoSIDA Fred Nuesch-Dave Wohlhueter Undergraduate Scholarships (two, \$2,500 each)

Note: You can go online ([http://cosida.com/scholarships\\_new.aspx](http://cosida.com/scholarships_new.aspx)) and use the online nomination portal to apply for the scholarship or scholarships of your choice.

## Scholarship Applications & Deadlines

### CoSIDA Phil Langan Graduate Internship Grant Deadline: Friday, April 5, 2013

• Phil Langan Graduate Internship Grant is designed to assist member institution sports information offices with funds to support the addition of a graduate internship. There is one award annually, providing \$10,000 for a 10-month appointment. This grant is available only to media relations/sports information offices without paid graduate or undergraduate interns.

Langan, a CoSIDA Hall of Famer (working at Ithaca, Princeton and Brown) who passed away in November of 2009, served the organization as secretary-treasurer and Digest editor from 1972-77.

### CoSIDA Postgraduate Scholarships (2)

The CoSIDA Postgraduate Scholarship Program has two scholarships awarded annually: one \$5,000 Wylie Smith Scholarship and one \$5,000 Langston Rogers Scholarship. These are designed to assist outstanding students in sports information offices who have expressed an interest in pursuing a career in collegiate sports information.

### CoSIDA Langston Rogers Postgraduate Scholarship Deadline: Friday, April 12, 2013

• Langston Rogers Postgraduate Scholarship is a \$5,000 scholarship, given annually to a rising minority or female student working in athletics communications/sports information who is interested in pursuing a career in the intercollegiate athletic communications profession. Formerly the CoSIDA Postgraduate Scholarship.

The Langston Rogers Postgraduate Scholarship was offered for the first time in 2010-11, and is given to a rising minority or female athletic PR professional. (This scholarship was formerly the CoSIDA Post-Graduate Scholarship).

It was renamed in honor of Rogers, a former CoSIDA President, Hall of Famer, Trailblazer Award and Lifetime Achievement Award recipient who retired from his illustrious athletic communications career in 2010. During the 2010 San Francisco CoSIDA Convention, the CoSIDA Board of Directors announced that this Postgraduate Scholarship would be renamed in Rogers' honor for his outstanding service to athletic communications, his dedication to student-athletes and his mentoring of young professionals.

### CoSIDA Wylie Smith Postgraduate Scholarship Deadline: Friday, April 12, 2012

• Wylie Smith Postgraduate Scholarship is a \$5,000 annual scholarship given to an outstanding undergraduate in a media relations/sports information office who has expressed an interest in collegiate athletic communications. Wylie Smith is a former CoSIDA Scholarships Committee chairman and long-time Sports Information Director at Northern Arizona University.

### CoSIDA Undergraduate Scholarships (2)

#### CoSIDA Fred Nuesch-Dave Wohlhueter Undergraduate Scholarships Deadline: Friday, May 3, 2013

• CoSIDA Fred Nuesch-Dave Wohlhueter Undergraduate Scholarships: two \$2,500 scholarships awarded to outstanding undergraduates working in media relations/sports information offices. They are named for former long-time CoSIDA secretary/digest editor Fred Nuesch and former treasurer Dave Wohlhueter, both CoSIDA Hall of Famers. Nuesch spent the majority of his SID career at Texas A&M-Kingsville, while Wohlhueter is retired from Cornell.

## **CoSIDA sets membership record** Association had 2,954 members in 2012-13

For the first time in its 55-year history, membership in CoSIDA has exceeded 2,900, boasting a record 2,954 members for the 2012-13 period.

That breaks the previous record of 2,862 set in 2010-11.

In 2012-13, CoSIDA had 2,459 active members, 351 student members, 39 associate members, 71 lifetime members and 34 others. Of those numbers, 1,521 memberships came from Division I institutions, with 454 from Division II, 547 from Division III, 202 from the NAIA, 15 from Canadian schools, 25 from two-year institutions and 190 non-affiliated members.

Membership registration for 2013-14 is now open at:  
[http://www.cosida.com/About/2013\\_14\\_memberbenefits.aspx](http://www.cosida.com/About/2013_14_memberbenefits.aspx).

Remember that you must be an active member of CoSIDA to nominate and vote for Capital One Academic All-America® honors.



### **Proud to be CoSIDA's Newest Sponsor**



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# CoSIDA Resource Library

## IS NOW OPEN

The CoSIDA online Resource Library, a new online learning center, opened in September and is available to all CoSIDA members and other athletic professionals.

This new subject-categorized directory is available at the following link:  
<http://cosida.com/resourcelibrary/indexpage.aspx>.

In today's ever-changing complex world of communications, we know that developing, planning and communicating your message effectively is critical.

The CoSIDA Resource Library is designed to be a growing resource which provides best practices, articles, white papers, commentary, tutorials, videos, how-to's, tips and tools for athletics communications professionals and other leaders in collegiate athletics. We are providing this Resource Library with the intention to help all athletic professionals develop the strategies and effective communications expertise to achieve their vision and promote their organizations.

The library includes CoSIDA's collection of downloadable publications and articles such as case studies, best practices and how-to's in all areas of athletic communications.

The Resource Library will be ever-changing, with new information added as needed, especially as the area of digital communications changes and evolves rapidly.

The project was initiated by CoSIDA Executive Director John Humenik and Director of External Affairs Barb Kowal. The CoSIDA Membership Services Committee, headed by chair Blake Timm, Sports Information Director at Pacific (Ore.), and the CoSIDA New Media/Technology Committee, chaired by Chris Syme, were heavily involved in the collection of publications and articles.

Timm and Kowal developed the online structure and sub-categories.

This concept was also reviewed with groups outside of CoSIDA, especially the national athletic director associations, so that the Resource Library can be helpful to them as it relates to concepts as crisis planning and crisis management. Kowal and John Humenik have worked with Dutch Baughman, Executive Director of the D1-A Athletic Directors' Association, after he had indicated there was a strong desire for AD's to work with CoSIDA in this type of a resource manner.

"The Resource Library has been a collaborative effort between CoSIDA's staff members and the Membership Services and New Media/Technology Committees with the effort led by (External Affairs Director) Barb Kowal and Membership Committee chair Blake Timm. We thank both committee groups for the effort in helping build such a comprehensive reference library," noted CoSIDA President Joe Hornstein of FIU.

"We hope our CoSIDA members will visit this online learning center, and we anticipate other athletic leaders, such as athletic directors, marketing directors, etc., will be interested in our topics. We believe the information on strategic communications planning and crisis management, for example, will be especially useful to athletic administrators. In meetings and discussions with ADs and commissioners, they've expressed the desire to have access to such a resource, and we are happy to provide this information in a comprehensive, one-stop fashion," Hornstein concluded.

"Our athletic media relations business has always been a share and share alike business," noted Timm, who also serves as chair of the CoSIDA College Division Management Advisory Committee (CDMAC).

"We're always ready and willing to share tips of the trade and new communications ideas with our fellow professionals. The goal of the CoSIDA resource library is to be an extension of that sharing and make information available to many in one easy to find location."

"The members of the Membership Services Committee have put a great deal of time and effort into building the base of the resource center, but the true authors of this resource are the CoSIDA leadership," Timm concluded. "We want this to be a resource for our members and for other athletic leaders, such as AD's and marketing directors, to visit. Active membership participation will keep the Library a living document."



Those who have comments or suggestions for the Resource Library are asked to contact Kowal at the following email ([barbkowal@cosida.com](mailto:barbkowal@cosida.com)).

# Continuing Education

## CoSIDA ON-DEMAND VIDEO SERIES

<http://www.youtube.com/cosidatube>

Following are sessions that were video-taped at the 2012 CoSIDA St. Louis Convention that are now archived for on-demand viewing.

CoSIDA thanks our corporate partner NewTek, CoSIDA's Official Continuing Education Video Production Provider, for the video services provided in St. Louis and for their support of our continuing education program.

CoSIDA 3rd Vice President Judy Willson (Mountain West Conference) is coordinating our live conference call/webinar continuing education program this year. If you have ideas or want to present on a call/webcast, Judy can be contacted via [jwillson@themwc.com](mailto:jwillson@themwc.com).

**The following sessions aired in previous months and are now posted on CoSIDA's YouTube channel.**

<http://www.youtube.com/cosidatube>

### **Social media 2.0: Content Engagement: What your audience wants, what is working today and what's trending**

Presenters: Ronnie Ramos, NCAA Managing Director of Digital Communications; Dana Thomas, NCAA Assistant Director of Social Media Strategies; Jeff Rubin, Syracuse University iSchool Associate Professor of Practice and SIDEARM Sports CEO; Spencer Kitley, CoverItLive Event Specialist

Using best practices and case studies from intercollegiate athletics, the discussion focuses on what is - and is not - working today in athletic social media; making sure stakeholders are getting content from you that they cannot get elsewhere; how to best engage and listen to your audience; and best use of your athletic staff manpower to manage social media.

### **Serving student-athletes: Are we getting it right?**

Presenters: SAAC student-athletes: Alex Mendez (University of South Florida, NCAA Division I baseball); David Pillen (Abilene Christian, NCAA Division II football); Nafeesa Connolly (Simmons College, NCAA Division III volleyball); and Julie Teeple (Columbia College, NAIA basketball and volleyball)

Moderator: Eric McDowell, Union College-N.Y. (CoSIDA 2nd VP)

Student-Athlete Advisory Committee (SAAC) representatives from all divisions discuss communications challenges from their perspective and engage in a thoughtful Q&A session with CoSIDA members.

### **Paperless game notes? How to service the media and public in an online age**

Presenters: Chris Yandle, University of Miami/formerly of Baylor University; Ted Gangi, CollegePressBox.com; Chris Freet, University of Miami

When is providing too much information a bad thing? Who has time to read a 100-page note packet for a non-televised, non-conference game? Not the media. It's time to streamline your notes and promote the best. Our job is to make the media's job of covering our schools easier, not harder (and make our jobs easier as well). In the social media age, less is definitely more.

### **Sourcing: The ever-changing media sources of today**

Presenters: Joe Schad, ESPN; Kirk Wessler, Peoria Journal-Star; Pat Coleman, D3Sports.com; Bryan Burwell, St. Louis Post-Dispatch  
Moderator: John Paquette, Big East Conference/former CoSIDA Board member

A discussion with the media about the ever-changing sourcing standards of today, including use of anonymous sources, social media as sourcing, editorial fact-checking.



## **Social Media 2.0: How the student-athlete fits into your institution's overall digital communications strategies**

Presenters: Kevin DeShazo, Fieldhouse Media; Patrick Powers, Webster University Director of Digital Marketing and Communications  
Moderator: Joe Browning, UNC Wilmington/former CoSIDA Board member

Discussion on the reputation, protection and future of your student-athletes, with example on working with student-athletes and instructing them - along with coaches - on privacy, transparency, fake accounts, and other issues. There also will be discussion on building an engaged social community and its benefits.

## **Dick Enberg, Academic All-America Hall of Famers discuss The Capital One Academic All-America® program**

Presenters: Dick Enberg, San Diego Padres play-by-play announcer; with special guest Pat Haden, University of Southern California Athletics Director and Capital One Academic All-America® Hall of Famer  
Moderator: Jim Seavey, Massachusetts Maritime

The award-winning sportscaster Enberg, a long-time ardent supporter of the Academic All-America® program, and Haden, a Capital One Academic All-America® Hall of Famer, will talk about the history and growth of the program. Other discussion focuses on how Enberg became involved and personally committed to the effort as he shares his stories of some of the remarkable AAA Hall of Famers.

## **Social Media 2.0: How social media can help you in a crisis**

Presenters: Chris Syme, Chair, CoSIDA New Media/Technology Committee [CKSyme.org]; Bill Smith, Northwestern State University Director of Marketing & Branding

Discussed: How to develop an effective crisis communications plan that will build a strong base of advocates on your social media channels, covering monitoring, engagement strategies, messaging do's and do not's, including how to best handle negative posters, case studies and research results.

## **Impact of New and Social Media on College Athletic Communications**

Presenters: G. Clayton Stoldt, Chair, Wichita State Sport Management program; Derrick Dockett, Missouri Valley Conference; Murray Evans, Oklahoma Christian; Susan Lax, University of Kentucky

Presenting results from the 2012 survey of CoSIDA members on the usage and impact of social media in college athletic communications. In addition to the key results from the survey being shared, practitioners will educate us on the implications of the findings.

## **Beyond The Labels - Bias and Stereotypes in Coverage**

Presenters: Carol Stiff, ESPN Vice President, Programming & Acquisitions (NCAA, WBB); Laura Gentile, Vice President, espnW; Katie Richman, Director of Social Media Strategy, ESPN; Mechelle Voepel, ESPN.com  
Moderator: Chevonne Mansfield, Southeastern Conference

In celebrating the 40th anniversary of Title IX, a look at bias and stereotyping in sports coverage, and a discussion of how to foster respectful personal expression from your athletes and coaches.

***The following companies/sponsors have  
CoSIDA “official provider”  
recognition for the convention  
and 2012-13 academic year***

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

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

**ASAP Sports** - CoSIDA’s official instant transcripts provider

**NewTek** - CoSIDA’s official continuing education video production provider

**TRZ Sports/TEAMLINE** - CoSIDA’s official conference call provider

**Sports Systems** - CoSIDA’s official online convention registration provider

**Populous** - CoSIDA’s official convention registration badge printer and provider

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for the Academic All-America® program



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CoSIDA Membership for all that it does to help us  
throughout the year

# CoSIDA ANNUAL MEMBERSHIP, WORKSHOP ATTENDANCE

<i>Year</i>	<i>Site</i>	<i>Membership</i>	<i>Workshop</i>	<i>Year</i>	<i>Site</i>	<i>Membership</i>	<i>Workshop</i>
2013	Orlando	2954		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				



Photo courtesy Slingshot Photography



The Fiesta Bowl salutes the media professionals of CoSIDA.

[FIESTABOWL.ORG](http://FIESTABOWL.ORG)



# 2013

## CoSIDA CONVENTION

at NACDA Affiliates

Convention

June 12-15

Orlando Marriott

World Center

# Key reminders when publicizing student-athletes who earn Capital One Academic All-District and All-America® honors

## CoSIDA Members:

As the first Capital One Academic All-America® teams of the season are selected in the coming weeks, I'm writing with a few helpful reminders on using proper terms and marks when publicizing the accomplishments of your student-athletes.

CoSIDA and Capital One are proud to continue their partnership in presenting the Capital One Academic All-America® Teams as selected by CoSIDA.

Capital One is in its third year as the presenting sponsor of our program, which honors nearly 2,000 student-athletes at the national level and 4,000 student-athletes at the district level for their all-around accomplishments in the classroom, in the community and in competition.

Here are some helpful reminders on properly publicizing your honorees:

\*Please remember to refer to teams as the "Capital One Academic All-America® Team as selected by CoSIDA (or the College Sports Information Directors of America). This tagline must be used when referring to either the district or national teams in all instances without exception. Please use the registered trademark (®) symbol whenever possible as well.

\*Capital One has launched a website devoted to the Academic All-America® program which we also ask to help promote throughout the year, and that URL is [www.CapitalOneAcademicAllAmerica.com](http://www.CapitalOneAcademicAllAmerica.com). If you have a student-athlete selected as the Academic All-America® of the Year in his or her respective program, you will be contacted directly by members of the Academic All-America® Committee on additional promotional materials.

\*CoSIDA and Capital One hold the exclusive trademark on the term "Academic All-America®". With that in mind, please do not refer to any coaches



association's team or any other collegiate organization's programs with the term "Academic All-America®". For example, the National Field Hockey Coaches Association selects an All-Academic team, not an Academic All-America® team. Your help and cooperation in maintaining the exclusive trademark is greatly appreciated. We ask that you be diligent about enforcing proper use of the term, and if you see any organization or school infringing upon that trademark, please contact Academic All-America® Committee Chair

Emeritus Dick Lipe ([rlipe@bentley.edu](mailto:rlipe@bentley.edu)) or CoSIDA Executive Director John Humenik ([jhumenik@bellsouth.net](mailto:jhumenik@bellsouth.net)) immediately.

\*Capital One has developed a specific mark (logo) for use in publicizing all teams at both the district and national levels. If you would like to receive a copy of this mark, please e-mail either myself ([jseavey@maritime.edu](mailto:jseavey@maritime.edu)) or Barb Kowal, CoSIDA's Director of External Affairs ([barbkowal@cosida.com](mailto:barbkowal@cosida.com)).

\*Additional information on the Academic All-America® program can be found on the CoSIDA homepage at <http://www.cosida.com/Awards/allamerica.aspx>.

Once again, thank you for your continued support of the Capital One Academic All-America®. Please remember to nominate deserving student-athletes in all of our programs throughout the year, and keep in mind that all nominations for the Capital One Academic All-America® Hall of Fame must be submitted within the next 10 days. Please feel free to contact me at any time if you have additional questions.

Sincerely,

**Jim Seavey**  
**Massachusetts Maritime Academy**  
**Associate Chair, Marketing/Hall of Fame**  
**Event Operations**  
**CoSIDA Academic All-America® Committee**

# 2012-13 SCHEDULE FOR ACADEMIC ALL-AMERICA® NOMINATIONS AND SELECTIONS

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

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

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

updated July 3, 2012

# *CoSIDA says Thank You*

## *Alphabetical Roster of Sponsors/Providers for 2012 Convention*

Alamo Bowl  
**Allstate Sugar Bowl \*\***  
American Baseball Coaches Association  
American Football Coaches Association  
ARA Sportsmanship Award  
**ASAP Sports \*\***  
Atlantic Coast Conference  
AT&T Cotton Bowl Classic  
BFish, Inc.  
Big East Conference  
Big Ten Conference  
Big Ten Network  
Big 12 Conference  
**Capital One \*\***  
Colonial Athletic Association  
College Press Box.com  
Conference USA  
**ESPN \*\***  
**Fiesta Bowl \*\***  
Football Bowl Association  
Football Writers Association of America  
**FOX Sports Networks \*\***  
Front Row Marketing Services  
Heisman Trophy  
Horizon League  
Paul Hornung Award  
Jostens / MTM Recognition  
Licensing Resource Group  
Lindy's Publications  
Lott IMPACT Trophy  
Missouri Valley Conference  
National Association of Basketball Coaches

**NCAA \*\***  
NCAA Football  
National Fastpitch Coaches Association  
National Football Foundation  
**National Football League \*\***  
**NewTek \*\***  
**Orange Bowl \*\***  
Pac-12 Conference  
PlayUp  
**Populous \*\***  
Proventions Group  
**Rose Bowl Game \*\***  
**SIDARM Sports \*\***  
Southeastern Conference  
Sporting News  
**Sports Systems \*\***  
**Stat Crew \*\***  
(Part of CBS Sports Interactive)  
**TextCaster \*\***  
**TRZ Sports/TEAMLINe \*\***  
**Turner Sports \*\***  
USA Basketball  
United States Basketball Writers Association  
Women's Basketball Coaches Association  
Wuerffel Trophy  
**XOS Digital \*\***

**\*\* - refers to groups that are considered a  
2012 Convention and  
2012-13 academic year supporter**

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- ◆ 22 conferences
- ◆ 32 bowls
- ◆ The NCAA

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

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

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



**The Allstate Sugar Bowl is proud to continue its sponsorship of CoSIDA.**

**January 2, 2013**

**79th Annual Allstate Sugar Bowl**

**Mercedes-Benz Superdome - New Orleans, La.**



# Thanks to our Exhibitors

**CoSIDA thanks the following 2012 Convention Exhibitors for their support**

## Major CoSIDA Sponsors who are also Exhibitors

**ASAP Sports**

**ESPN**

**NewTek**

**SIDARM Sports**

**Sports Systems**

**Stat Crew Software**

**TextCaster**

## Other Exhibitors

**BoxCast**

**Daktronics**

**Fieldhouse Media**

**Identive Group, Inc.**

**Jostens/MTM Recognition**

**MomentumMedia**

**Presto Sports**

**Proforma**

**SIDHelp**

**Sound Director, Inc.**

**Sport Productions**

**Streamline Technologies**

**Stretch Internet**

**The Name Engine**

**The Rush**

**TVEyes, Inc.**

**Watchfire**

**2013 CoSIDA CONVENTION  
AS PART OF NACDA & AFFILIATES CONVENTION**

**ORLANDO**



**June 12-15, 2013  
ORLANDO MARRIOTT WORLD CENTER**

# COSIDA BOARD OF DIRECTORS

## 2012-13 INITIATIVES

### BRANDING

- Continue to enhance CoSIDA's strategic resource mission and value brand ("Strategic Communicators for College Athletics") throughout all levels of the intercollegiate athletics community.
- Work with Cryder Rinebold to conduct a pertinent evaluation- external and internal- of CoSIDA's brand awareness / perception to determine if its effectiveness is being met, and is in-line with industry goals, organizational goals and initiatives.
- Continue to develop, refine and market organizational communications documents that addresses a list of emphasis points:
  - What and who is CoSIDA
  - Why a CoSIDA membership has value
  - The benefits of CoSIDA membership, participation and leadership participation/building within CoSIDA
  - The value of supporting and attending the annual CoSIDA Convention
  - Continue to build our relationships with the appropriate contacts at the NCAA/ NACDA so that those daily email blasts include CoSIDA/professional news being directly delivered to thousands of folks within other administrative/ management components of the collegiate athletics industry- a key outreach aspect of our strategic branding.

### MEMBERSHIP SERVICES

- Develop and implement over the course of the year relevant, informational and innovative "Continuing Education" programs for our membership via conference calls/webinars.
- Improve the accuracy of the organizational online directory via an aggressive membership based campaign that makes it clear that the accuracy of this directory can ONLY be achieved if our own membership takes the time to review and update the directory for their school/self.
- Continue to develop a proactive website that a growing number of CoSIDA's membership will view as a key place to come for professional development and continuing education based information.
- Continue to develop and advance a relevant "online resource library" within cosida.com that will provide a place for membership to come to gain information and direction regarding a variety of areas and topics in the athletics communications-based realm.

- Continue to strive to make the monthly Board of Directors/ divisional leadership initiatives newsletter that goes to the membership be one that is seen as informative, timely, relevant and pro-active in its approach.

- Continue to evaluate and strive to make all of our membership newsletters (Communications Watch, Job Center, News and Information, Monthly Calendar, etc) information, timely and relevant.

### ORGANIZATIONAL MANAGEMENT/ LEADERSHIP STRUCTURE

- Work closely with all appropriate divisional leadership groups to grow CoSIDA membership at all levels, utilizing- as needed/appropriate- specialized division- specific communications strategies. What is appropriate/important at one level might not be necessarily so at another.

- Continue to evaluate CoSIDA's management structure to determine if is appropriate and relevant in regard to the constant changes within our profession and its membership.

- Work with the CoSIDA Division I leadership to strengthen its management and leadership organization. Seek to show positive movement with regard to Division I involvement with CoSIDA and increased attendance at the annual CoSIDA Convention.

- Evaluate the structure, communications and effectiveness of the convention program committee/schedule to ensure it is meeting the needs, desires and continuing education aspects of a diverse representative membership.

- Continue to build upon the progress and positive leadership role that the divisional management advisory committee concept (UDMAC/CDMAC) has had within the CoSIDA management structure while also addressing with solutions any lack of progress in that regard.

- Continue to have the Board's leadership work with the committee leadership build a committee structure that is jointly viewed as effective.

- Review and evolve the internal job performance evolutions/process created for CoSIDA's full-time staff during the 2011-12 year, ensuring its goals and benchmarks are accurate, attainable and recognizable.

- Address any questions/concerns that have developed due to the recent growth and expansion of the Academic All-America program to continue to ensure its lofty status within the intercollegiate athletics community.

## OUTREACH - INTERNAL AND EXTERNAL

- Work with our individual SIDA/MAC organizations within the CoSIDA organizational umbrella in addressing present and future growth concerns within the organization and with peer industry groups.
- Work with our individual SIDA/MAC organizations within the CoSIDA organizational umbrella to assist them with building productive working relationships with their peer groups both within the profession and the industry community at-large.
- Continue to work, via our partnership with NACDA, to build productive relationships and partnerships with all of the Athletic Directors Associations, Conference Commissioner Groups and other management functions (NACMA, etc.) that are aligned within the NACDA umbrella.
- Continue to strive to have purposeful and positive presence at all appropriate national conventions, national meetings/conferences/ events as well as at important conference and regional meetings.

- Continue to build appropriate and productive relationships and partnerships with NCAA senior leadership staff in Indianapolis at all divisional levels.
- Continue to build appropriate and productive relationships and partnerships with NAIA senior leadership staff in Kansas City.

## CONVENTION BASED

- Through the CoSIDA/NACDA Transition Team finalize messaging and public relations concepts to promote the CoSIDA Convention at NACDA experience as it merges within the NACDA Convention umbrella. Promote the positive points of this arrangement while also addressing pertinent concerns.
- Continue to strive to close the negative financial gap that exists with our annual convention in terms of per person registration fee and per person cost.



**2013**  
**CoSIDA CONVENTION**  
**at NACDA Affiliates**  
**Convention**  
**June 12-15**  
**Orlando Marriott**  
**World Center**

# COSIDA COMMITTEES

## 2012-13 INFORMATION

### To the CoSIDA Membership:

Below you will find 2012-13 CoSIDA Committees listed, with chairs, Board of Director liaisons and committee descriptions. We have committees looking for volunteers as well. Please get involved today with CoSIDA -- we are as strong a national organization as YOU make us!

If you are not on a committee and are interested in serving on a committee for 2012-13, please contact Debbie Copp, Chair, Committee on Committees, at [dcopp@ou.edu](mailto:dcopp@ou.edu), to indicate your interest.

### 2012-13 CoSIDA Committees

(Committee Chairs, Board Liaisons & Committee Descriptions)

#### • ACADEMIC ALL-AMERICA

**Co-chaired by Bernie Cafarelli, Notre Dame [[cafarelli.1@nd.edu](mailto:cafarelli.1@nd.edu)] and Mark Beckenbach, Ohio Wesleyan [[mlbecken@owu.edu](mailto:mlbecken@owu.edu)] Board Liaisons: Mark Fleming, Moravian and John Humenik, CoSIDA Executive Director**

The Academic All-America® program was initiated in 1952 and stands as CoSIDA's largest committee. The corporate sponsor of the AAA program is Capital One. To be considered a student-athlete must be nominated by an active member of CoSIDA. The core program of the Capital One Academic All-America® committee entails that after a district vote, the elected candidates form a national ballot for vote by a national committee. The national committee votes to select a first, second and third team (except in football) as well as an Academic All-America® of the Year.

Capital One Academic All-America® Teams are selected at the NCAA Division I, II and III levels plus a college division team that includes NAIA, Canadian and two-year schools in the following sports: Men's Soccer, Women's Soccer, Football, Women's Volleyball, Men's Basketball, Women's Basketball, Baseball, Softball, Men's At-Large, Women's At-Large, Men's Track & Field/Cross Country and Women's Track & Field/Cross Country.

Along with the committee's core program, the Academic All-America® committee also oversees the Academic® All-America Hall of Fame Program.

#### • ALLIED ORGANIZATIONS

**Chaired by Robert McKinney [[rmckinne@willamette.edu](mailto:rmckinne@willamette.edu)] Board Liaison: Kent Brown, Illinois**

The purpose of this committee is to act as a liaison between CoSIDA and organizations which can make use of the expertise of any or all its members. The goals of this committee will be achieved through various means like the creation of a CoSIDA Experts and Speakers guide plus compiling lists of public relations professionals in athletics outside of CoSIDA.

#### • COMMITTEE ON COMMITTEES

**Chaired by Debbie Copp [[dcopp@ou.edu](mailto:dcopp@ou.edu)] Board Liaison: Mark Fleming, Moravian**

The purpose is to determine staffing assignments for all committees. This will be done through interaction with the CoSIDA membership as to their interests in service plus working with committee chairs as find out what their staffing needs are. This committee will also work with the CoSIDA Board of Directors and membership to keep the committees of the organization relevant to our diverse profession.

#### • CONVENTION PROGRAM

**Chaired by Board Liaison: Eric McDowell, Union (N.Y.), CoSIDA 2nd VP [[mcdowe@union.edu](mailto:mcdowe@union.edu)]**

The purpose of this committee is to plan and organize the educational program for the annual CoSIDA Convention, working with the Board of Directors and divisional leadership to plan a relevant program that represents the diversity of our organization. In addition, this committee works with the CoSIDA Board of Directors and divisional leadership to provide a series of continuing education topics for the membership outside of the time of the CoSIDA Convention.

#### • CONVENTION OPERATIONS COMMITTEE

(new committee being formed in 2012-13) **Board Liaison: Will Roleson, Director of Internal Operations/Treasurer**

The purpose of the committee is to assist with local site preparations and on-site logistics during the annual Convention. Included among the committee's responsibilities are signage and room set-up, registration operations, special event coordination and other duties to be determined. This committee has been re-formed and re-purposed from the former Social Committee.

#### • GOODWILL AND WELLNESS

**Chaired by Sam Atkinson [[john-samuel.atkinson@gallaudet.edu](mailto:john-samuel.atkinson@gallaudet.edu)] Board Liaison: Cindy Fotti, Columbia (Mo.)**

Previously known as the Charity Committee, this group is involved in fundraising for worthy organizations and community service activities during the CoSIDA Workshop and during the academic year. This committee conveys the organization's desire to help those in need while at the same time fostering social awareness and togetherness within its membership. Wellness was added to this committee's name and mission in 2011-12. The group will provide the CoSIDA membership with a variety of tools and programming to help promote total body and mind wellness.

#### • JOB SEEKERS

**Chaired by Lawrence Fan [[lawrence.fan@sjsu.edu](mailto:lawrence.fan@sjsu.edu)] Board Liaison: Steve Flegel, Whitworth**

This committee acts as CoSIDA's main career center, handling information on the most current job transactions and current position openings within collegiate athletics communications. This committee will assist qualified candidates to find employment within collegiate athletics communications and will help employers find qualified candidates to fill open positions. This committee will also provide interested members with a job seekers primer with information on job-related activities.

## • MEMBERSHIP SERVICES

Chaired by Blake Timm [timnbr@pacificu.edu]  
Board Liaison: Dave Walters, Guilford

The Membership Services Committee's charge is to develop avenues by which to help CoSIDA members excel as professionals. The committee is charged with the development and maintenance of the organization's online Membership Resource Library, assisting CoSIDA staff with the maintenance of the CoSIDA Directory and in developing new avenues to welcome new members to both the organization and the profession. The Membership Services group has an ultimate goal of securing 100 percent membership nationwide and in Canada.

## • NEW MEDIA/TECHNOLOGY

Chaired by Chris Syme [2cksyme@gmail.com]  
Board Liaisons: Rob Carolla, Big 12 Conference & Barb Kowal, CoSIDA Director of External Affairs

The committee formulated its principal goal as one of educating the overall membership on the strategic use of new media and its technology in the athletic communications profession. The committee also serves as an information resource bank for the CoSIDA website. It is hoped the committee can serve as an ongoing reference source for the membership and for the broader field of college athletics professionals.

## • NOMINATING

Chair & Board Liaison: Justin Doherty, University of Wisconsin (CoSIDA Past President) [jmd@athletics.wisc.edu]

Committee reviews and votes at each convention on the upcoming slate of Board of Directors and officers candidates. Committee is comprised of past presidents, out-going CoSIDA president and out-going Board members.

## • PUBLICATIONS CONTEST

Chair: Tyler Cundith, Johnson County Community College (tcundith@jccc.edu)  
Board Liaison: Dan Drutz, Arcadia

The committee serves as a means of recognizing outstanding work by CoSIDA members. Any company or business is motivated by a desire to excel and the publications contest serves this purpose. This committee will judge online media guide publications as well as posters.

## • SCHOLARSHIP

Chaired by Carol Hudson [chudson@odu.edu]  
Board Liaison: Ed Hill, Howard University

This committee was formulated to be the decision-making group in terms of determining worthy candidates for CoSIDA-based scholarships. CoSIDA has been fortunate to provide financial help for those newcomers and up-and-coming individuals who need opportunities to further themselves in this profession.

The organization will distribute a total of \$25,000 to scholarship winners during the academic year after choosing a pair of \$5,000 postgraduate scholarship recipients, two more \$2,500 undergraduate scholarship winners, and one school to receive a \$10,000 Graduate internship grant.

## • SPECIAL AWARDS

Chaired by Tam Flarup [tjf@athletics.wisc.edu]  
Board Liaison: Justin Doherty, University of Wisconsin

This committee is responsible for selection of the annual awards presented at the CoSIDA Workshop. Those awards include the Hall of Fame, 25-Year, Arch Ward, Jake Wade, Warren Berg, Bob Kenworthy, Keith Jackson, Trailblazer, Bud Nangle, Rising Star, Lifetime Achievement, and Bill Esposito Backbone awards.

Online nominations are open year round, closing only from January 31 to March 1 to allow the committee to vote on nominees. Committee members will be provided the nominating information by the chair. The committee, which is comprised of CoSIDA members with 10 or more years of experience in the field, will vote online to select the award winners. These winners will be honored at the site of the annual CoSIDA Convention.

## • WRITING CONTEST

Chaired by Wade Steinlage [steinlagew@wmpenn.edu]  
Board Liaison: Ed Hill, Howard University

The purpose of the CoSIDA Writing Committee is to encourage, honor and improve the quality of writing within the profession. The committee sponsors an annual writing contest with multiple categories open to all CoSIDA members.

# COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA PRESIDENTS

2012-13	Joe Hornstein	FIU
2011-12	Tom Di Camillo	Pacific West Conference & Central Arizona College
2010-11	Larry Dougherty	Temple
2009-10	Justin Doherty	Wisconsin
2008-09	Nick Joos	Baylor
2007-08	Charles Bloom	Southeastern Conference
2006-07	Doug Dull	Maryland
2005-06	Joe Hernandez	Ball State
2004-05	Rod Commons	Washington State
2003-04	Tammy Bocclair	Vanderbilt
2002-03	Alan Cannon	Texas A&M
2001-02	Pete Moore	Syracuse
2000-01	Fred Stabley Jr.	Central Michigan
1999-00	Max Corbet	Boise State
1998-99	Maxey Parrish	Baylor
1997-98	Pete Kowalski	Rutgers
1996-97	Jim Vrugink	Purdue
1995-96	Rick Brewer	North Carolina
1994-95	Hal Cowan	Oregon State
1993-94	Doug Vance	Kansas
1992-93	Ed Carpenter	Boston University
1991-92	George Wine	Iowa
1990-91	June Stewart	Vanderbilt
1989-90	Arnie Sgalio	Big Sky Conference
1988-89	Bill Little	Texas
1987-88	Bob Smith	Rutgers
1986-87	Roger Valdiserri	Notre Dame
1985-86	Jack Zane	Maryland
1984-85	Nordy Jenson	Western Athletic Conference
1983-84	Bill Whitmore	Rice
1982-83	Howie Davis	Massachusetts
1981-82	Nick Vista	Michigan State
1980-81	Langston Rogers	Delta State
1979-80	Dave Schulthess	Brigham Young
1978-79	Don Bryant	Nebraska
1977-78	Bob Peterson	Minnesota
1976-77	Bill Esposito	St. John's
1975-76	Bob Bradley	Clemson
1974-75	Hal Bateman	Air Force
1973-74	Jones Ramsey	Texas
1972-73	Jim Mott	Wisconsin
1971-72	Dick Page	Massachusetts
1970-71	Elmore Hudgins	Southeastern Conference
1969-70	Harry Burrell	Iowa State
1968-69	Tom Miller	Indiana
1967-68	Bill Young	Wyoming
1966-67	Marvin Francis	Wake Forest
1965-66	Bob Culp	Western Michigan
1965-66	Val Pinchbeck	Syracuse

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



**CoSIDA's 57th President  
Joe Hornstein (right)  
of FIU accepts the gavel  
from 2011-12 President  
Tom Di Camillo**



*Contact Information*  
**THE 2012-13 COSIDA BOARD OF DIRECTORS**

<b>Office</b>	<b>Name</b>	<b>Office Phone</b>	<b>Email</b>
President	Joe Hornstein Florida International	(305) 348-6666	jhornste@fiu.edu
First Vice-President	Shelly Poe Auburn	(334) 844-9703	slp0019@auburn.edu
Second Vice-President	Eric McDowell Union College (N.Y.)	(518) 388-6170	mcdowe@union.edu
Third Vice President	Judy Willson Mountain West Conference	(719) 488-4052	jwillson@themwc.com
Secretary	Jeff Hodges North Alabama	(256) 765-4595	sportsinformation@una.edu
At-Large Representative	Dan Drutz Arcadia	(215) 572-4048	drutzd@arcadia.edu
At-Large Representative	Rob Carolla Big 12 Conference	(469) 524-1011	rcarolla@big12sports.com
At-Large Representative	Ed Hill Howard	(202) 806-7184	ehill1950@aol.com
At-Large Representative	Kent Brown Illinois	(217) 244-6533	kwbrown3@illinois.edu
College Division Rep. Central	Cindy Fotti Potter Columbia (Mo.)	(573) 875-7454	cnfotti@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	Tom Di Camillo Pac West Conference	(480) 983-6605	tomdicamillo@thepacwest.com
Second Past President	Larry Dougherty Temple	(215) 204-3850	larrydoc@temple.edu
Third Past President	Justin Doherty Wisconsin	(608) 262-1811	jmd@athletics.wisc.edu
<b>Ex-Officio Members</b>			
Executive Director	John Humenik	(352) 377-1908	johnhumenik@cosida.com jhumenik@bellsouth.net
Director of External Affairs	Barb Kowal	(512) 739-1234	barbkowal@cosida.com
Director of Internal Operations	Will Roleson	(317) 490-2905	willroleson@cosida.com