

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA

CoSIDA

Strategic Communicators for College Athletics

2013 SPECIAL AWARDS HONOREES ANNOUNCED



HALL OF FAME
LIFETIME ACHIEVEMENT
ARCH WARD AWARD
WARREN BERG AWARD
JAKE WADE AWARD
KEITH JACKSON ETERNAL FLAME AWARD
TRAILBLAZER AWARD
BOB KENWORTHY AWARD
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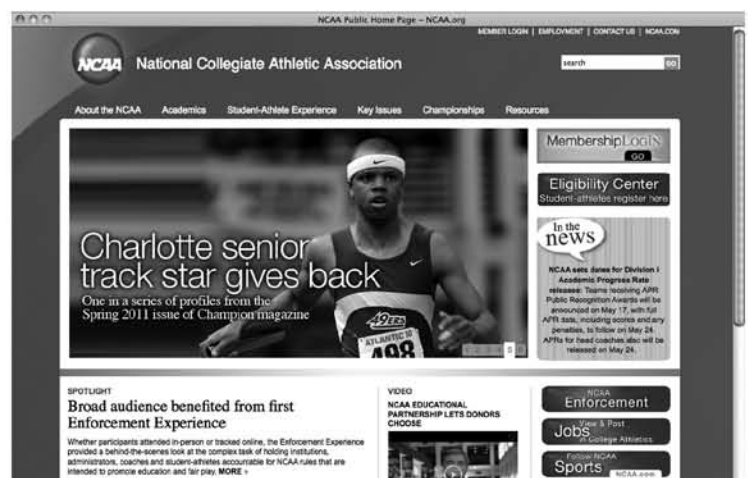
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2013 CoSIDA

MARCH E-DIGEST



2013 SPECIAL AWARDS WINNERS ANNOUNCED

REGISTER ONLINE **TODAY** FOR 2013 CONVENTION

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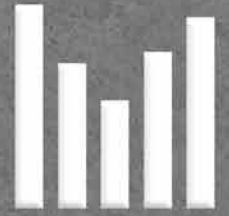
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2013 CoSIDA SPECIAL AWARDS HONOREES ANNOUNCED

by Tam Flarup, University of Wisconsin and Chair of the CoSIDA Special Awards Committee

Note: Individual feature articles on each honoree will follow in the coming weeks on CoSIDA.com and will also appear in upcoming CoSIDA E-Digest editions. Congratulations to all the 2013 CoSIDA Special Award winners!

Numerous members of the College Sports Information Directors of America (CoSIDA) organization will receive national awards for outstanding achievements and induct its 2013 Hall of Fame class when the organization holds its 56th annual national convention June 12-15 at the World Center Marriott in Orlando, Fla.

CoSIDA is comprised of intercollegiate athletic communications and media relations professionals from colleges, universities and athletic conferences at all divisions of competition in the United States and Canada.

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

2013 CoSIDA Hall of Fame Class

Six current and former sports communications professionals will be inducted into the CoSIDA Hall of Fame at a luncheon and ceremony on Thursday, June 13. This CoSIDA Hall of Fame honor is presented to members of CoSIDA who have made outstanding contributions to the field of college athletic communications.

Members of the 2013 CoSIDA Hall of Fame Class include:

- **Justin Doherty**, CoSIDA past president and Associate Athletic Director for External Relations at the University of Wisconsin
- **Bernadette "Bernie" Cafarelli**, Assistant Athletic Director for Media Relations at University of Notre Dame
- **Jim McGrath**, Associate Athletic Director at Butler University
- **Wally Johnson**, Director of Sports Information at St. Lawrence University
- **Jim Seavey**, Director of Sports Information and Compliance at the Massachusetts Maritime Academy
- **Fred Stabley, Jr.**, who retired as Central Michigan University Director of Sports Information in 2005

Stabley was selected by the Hall of Fame Veterans Selection Committee. The other five were selected by a vote of over 80 CoSIDA Hall of Famers.'

(continued on page 7)

Hall of Fame Class of 2013



Bernie Cafarelli



Justin Doherty



Wally Johnson



Jim McGrath



Jim Seavey



Fred Stabley, Jr.



The newest class of the Capital One Academic All-America® Hall of Fame and the recipient of the Dick Enberg Award (for outstanding contributions and commitment to the ideals of the Academic All-America® program and the student-athlete model) also will be honored in Orlando. Those inductees and the Enberg Award recipient will be announced later in March.

Lifetime Achievement Awards

At that same luncheon on June 13, CoSIDA will recognize five professionals with its Lifetime Achievement Award. This award is presented to CoSIDA members who have served at least 25 years in the profession (as of June 2013) who are retiring or leaving the profession. Those members include **Ken Cerino** at Western New England University; **Carole Grills** from Smith College; **Bill Hamilton** at South Carolina State University; **Joe Mitch** from the Missouri Valley Conference; and **Jim Streeter** at Eastern Michigan University.

Keith Jackson Eternal Flame Award

Pat Summitt, the winningest coach in basketball history and women's coach emeritus at the University of Tennessee, will be awarded the Keith Jackson Eternal Flame Award. Summitt was honored by CoSIDA in 2007 with the Dick Enberg Award. The Eternal Flame award is named for the longtime broadcaster which recognizes an individual or an organization who has made a lasting contribution to intercollegiate athletics demonstrating a long and consistent commitment to excellence and support of CoSIDA and its mission.

Jake Wade Award

The Jake Wade Award winner is **Pat Coleman** with D3sports.com. Coleman has provided statistical and rankings services for the Division III institutions for over 30 years. The award he is receiving is named for the acclaimed North Carolina sports journalist and former UNC SID Wade. This award is presented annually to an individual who has made an outstanding contribution in the media to the field of intercollegiate athletics.

Arch Ward Award (University division award)

The Arch Ward Award is presented annually to a CoSIDA member who has made outstanding contributions to the field of college sports communications, and who, by his or her activities, has brought dignity and prestige to the profession. **Shelly Poe** of Auburn, a CoSIDA Hall of Famer and 2012-13 CoSIDA First Vice President, will be recognized with this award at the noon luncheon on Friday, June 14. Poe will serve as the organization's president for the 2013-14 academic year.

Warren Berg Award (College division award)

Several other awards will be given at that same June 14th luncheon, including recognition of **Sheila Stevenson** of Rowan University as the Warren Berg Award winner. The award recognizes Stevenson as the top professional in the college division. The award is presented annually to a college-division member who has made outstanding contributions to the field of college sports information and who, by his or her activities, has brought dignity and prestige to the profession.

Other 2013 Special Awards

In other awards, **Lawrence Fan** of San Jose State, a Hall of Fame member and the Arch Ward recipient in 2012, will be recognized with the Trailblazer Award. This honor is presented annually to an individual who is a pioneer in the profession and who has mentored and helped improve the level of ethnic and gender diversity within CoSIDA.

Jamie Weir Baldwin of Michigan State will be honored for her community service with the Bob Kenworthy Community Service Award, presented annually to a CoSIDA member for civic involvement and accomplishments outside the athletic communications profession.

A new award will be given for the first time when **Christopher Lakos** of the University of Georgia receives the Bud Nangle Award. Created in 2012, the Bud Nangle Award may be presented annually to an individual outside of CoSIDA or to a member of CoSIDA who shows ethics and integrity under unusual or stressful situations.

CoSIDA also recognizes its youthful talent with the Rising Star Awards. This award is presented to both a University Division and a College Division member with 10 years of service or less whose work at their institution and service, dedication, energy and enthusiasm to the profession make that individual a "rising star" in sports information. **KatieJo Kuhens**, sports information director at Wartburg College, was the college division choice and **Nicole Bostel**, sports information director at the University of Denver, was chosen as the university division recipient.

Mark Fleming of Moravian College will be recognized with the Lester Jordan Award at the Capital One Hall of Fame event June 12 where the Academic All-America Hall of Fame® class will be honored. The Lester Jordan Award is presented to an individual for exemplary service to the Academic All-America Award program and for promotion of the ideals of being a student-athlete.

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

Sam Blackman of Clemson University; **Linda Chalich** of Washington State; **George Cuttitta** of Union College; **Stacey King** at UC-Irvine; **Mike Kirk** from the University of Central Oklahoma; **Rick Nixon** at the NCAA; **Bill Powers** from Midwestern State; **David Rosinski** from East Mississippi Community College; **Dave Saba** of Duquesne University; **Jim Seavey** from the Massachusetts Maritime Academy; **Ray Simmons** for the University of Southern Indiana.



Steve Weller Official Scorer for World Baseball Classic

Steve Weller, who served as an SID for 24 years before taking over as Director of Athletics and Recreation at Parker University in Dallas, Texas, has been named official scorer for the second round of the World Baseball Classic Tournament March 7-12 in Tokyo, Japan.

Weller, who will be entering his 19th year as official scorer for the Texas Rangers on opening day, served as the SID at Central Missouri, Southern Illinois-Edwardsville and Texas-Arlington before moving to Parker.

As an SID, Weller served as a press officer for two USA Olympic Baseball Teams (1984 and 1988), two world championships, a pair of US Olympic Festivals and served as the president of the National Collegiate Baseball Writers Association, which presented him with the Wilbur Snypp Award in 1990.

PROPOSED CHANGE TO COSIDA CONSTITUTION:

**To be presented at CoSIDA Business Meeting
Saturday, June 15 - 3:00 p.m.**

Article 11: Dues, Fees, Financial Policies

Section 3 currently reads: The fiscal year of the Association shall begin on July 1 and continue through June 30 of the next year.

Proposed change to Section 3 to read: The fiscal year of the Association shall begin on January 1 and continue through December 31 of that calendar year.

Rationale: Changing the designation of our fiscal year will 1) assist us in more easily filing appropriate IRS reports; and 2) will better match the fiscal cycles of many of our revenue streams.



2013

CoSIDA AWARD WINNERS

**Presentations at the
CoSIDA Convention
at NACDA
Orlando, Fla.,
June 12-15**

HALL OF FAME

Bernadette “Bernie” Cafarelli, Notre Dame
Justin Doherty, Wisconsin
Wally Johnson, St. Lawrence
Jim McGrath, Butler
Jim Seavey, Massachusetts Maritime
Fred Stabley, Jr., Central Michigan

ARCH WARD AWARD

Shelly Poe, Auburn

WARREN BERG AWARD

Sheila Stevenson, Rowan

JAKE WADE AWARD

Pat Coleman, D3sports.com

KEITH JACKSON ETERNAL FLAME AWARD

Pat Summitt, Tennessee

TRAILBLAZER AWARD

Lawrence Fan, San Jose State

BOB KENWORTHY COMMUNITY SERVICE AWARD

Jamie Baldwin, Michigan State

BUD NANGLE AWARD

Christopher Lakos, Georgia

RISING STAR - University Division

Nicole Bostel, Denver

RISING STAR - College Division

KatieJo Kuhens, Wartburg

25-YEAR AWARDS

Sam Blackman, Clemson
Linda Chalich, Washington State
George Cuttita, Union
Stacey King, UC Irvine
Mike Kirk, Central Oklahoma
Rick Nixon, NCAA
Bill Powers, Midwestern State
David Rosinski, East Mississippi Community College
Dave Saba, Duquesne
Jim Seavey, Massachusetts Maritime
Ray Simmons, Southern Indiana



LIFETIME ACHIEVEMENT AWARDS

Ken Cerino, Western New England
Carole Grills, Smith
Bill Hamilton, South Carolina State
Joe Mitch, Missouri Valley Conference
Jim Streeter, Eastern Michigan

2013

AWARDS PRESENTATION SCHEDULE

Wednesday - June 12

5:00 p.m.

Capital One Academic

All-America® Hall of Fame

Inductions

Lester Jordan Award

Academic All-America@

Hall of Fame

Enberg Award

Thursday - June 13

Noon

CoSIDA Hall of Fame

Luncheon

Lifetime Achievement Awards

CoSIDA Hall of Fame

Friday - June 14

Noon

CoSIDA

Special Awards Luncheon

Keith Jackson Award

Warren Berg Award

Arch Ward Award

Jake Wade Award

Bud Nangle Award

Trailblazer Award

Kenworthy Award

Rising Star Awards

25-Year Awards

Award-winning ESPN executive and former SID Rosa Gatti Retiring

Original feature ran in *Street & Smith's SportsBusiness Daily* | *SportsBusiness Journal*
photos by *Patrick E. McCarty*

SEE ONLINE: Rosa Gatti: Trailblazer by John Ourand, Staff Writer via www.sportsbusinessdaily.com

FEATURE EXCERPT BELOW:

Rosa Gatti's eyes filled with tears on a Tuesday afternoon in January as she referenced the Newtown, Conn., tragedy from just a month earlier.

Sitting in a conference room in ESPN's Manhattan offices, Gatti was talking about ESPN's disaster relief efforts and how she oversees when and where ESPN offers help.

"Sorry, I'm getting teary eyed," she said. "It's interesting that this is happening to me. But I think it's because I'm talking about it."

More than four decades ago, when Gatti was starting out in the business as one of the sports industry's pioneering female executives, those tears would have made her self-conscious or would have been seen as a sign of weakness.

But on the eve of her retirement from ESPN, when Gatti tears up, it's no big deal. She recognizes it as an emotion, no different than anger. The longtime ESPN executive officially is leaving ESPN this week after 33 years of helping the company move from the smallest of channels to the biggest brand in sports. Her tears — and, more importantly, her reaction to them — clearly show how far Gatti has come since she started as one of the only women working in the sports business.

Gatti, 62, recalled a time during ESPN's early days when executives — both male and female — would have viewed the emotion differently. She recalled a meeting with one ESPN executive when she felt so passionately about a topic that her eyes began to well up. She doesn't remember the topic, but she'll never forget the executive's response: "You don't need to get emotional over it," he said.

"My emotions come out in different ways," Gatti said. "I didn't cry. When I was upset about something my eyes would get teary. I was emotional about it, just like a man yelling or pounding his fist on the desk. I tried to enlighten that it was stereotyping that only women got emotional. I've seen many men get emotional."

It sounds trite to say in 2013, but throughout her career Gatti felt that she had to demonstrate that women could work as hard and as diligently as men.



GATTI'S CoSIDA AWARDS

1987 • Jake Wade Award

2003 • Keith Jackson Eternal Flame Award

2009 • Trailblazer Award

Gatti was part of the first fully coeducational class at Villanova. She was the first woman sports information director at a major university. She was one of the first women executives hired in Bristol. And her efforts in Bristol have helped ESPN become one of the most diverse companies in the sports industry.

"She embodies all the great qualities of the ESPN culture," said Steve Bornstein, an NFL executive who served as ESPN's president from 1990 to 1998. "She's got brains, ambition, integrity, tenacity. The fact that she was the first woman in these different places — she was the first woman SID, the only PR person for ESPN — it's an extraordinary reflection on her ability."

It's also a reflection of the number of barriers Gatti has had to break down throughout her career.

The meme of Gatti as a trailblazer started before she embarked on a career in sports. It started in 1968, the year she graduated from high school in the Philadelphia area.

That also was the year Villanova started accepting women as full-time students. Gatti's father is a Villanova alum, and she decided to follow his lead and attend the Catholic school in suburban Philadelphia.



Though women had been students at Villanova for several years before that, they were commuters and largely confined to nursing school. Gatti, the oldest of five, recalls many college classes where she was the only woman.

“That was foreshadowing of my future,” she said.

Shortly after graduation in 1972, Gatti took a secretarial job in Villanova’s athletic department. She stayed in the job for about two years, until the school’s sports information director, Bob Ellis, resigned midway through the football season.

The only person who truly knew how the operation worked, Gatti filled in for Ellis, which meant traveling with the football team — a daunting task for a 24-year-old woman in the mid-1970s.

Eventually, Gatti applied for the SID job full time, but the school’s administration hesitated. Some coaches, Gatti was told, were concerned about having a young woman traveling with student athletes.

“Even though I was 24 years old, I had some conviction that has lived with me throughout my career to say, ‘Which coaches? Most of the coaches are supportive,’” Gatti said.

It turned out that the school’s football coach was the one who voiced objections, which surprised Gatti since she already had been traveling with the football team.

That wasn’t the only objection. Some Villanova administrators worried that sportswriters — the epitome of a men’s club, especially in the 1970s — would stop writing about Villanova if it chose a woman to oversee its sports information department. Critics wondered how a young woman could connect with older male sportswriters to pitch stories, Gatti said.

“Isn’t it crazy to talk about these things? But these were legitimate questions. They really were,” Gatti said. “I was 24 years old out of college. I wasn’t sure how people would react to me.”

There was little reason for concern. In fact, Gatti quickly realized that her role as a female sports information director turned more attention on her than she was expecting. Local television stations across the country wanted to interview Gatti. The New York Times featured her in a story. At the time, a woman running sports information for a major university was a classic man-bites-dog story, and the sporting press couldn’t get enough of it.

“At one point, I said, ‘Look, I’m not doing any more interviews because I’m supposed to be getting the interviews for the team and the coach, not for me,’” Gatti said.

After two years running Villanova’s sports information department, Gatti left to take the same position at Brown University in Providence, R.I.

It was during her four-year tenure at the Ivy League school that Gatti attracted the attention of ESPN, then a fledgling TV network that was based just two hours away. In fact, it was Gatti’s interactions with ESPN executives during the 1980 Frozen Four that led the network to offer her a job.

Brown hosted the event, and ESPN held the rights to televise it. In the fall of 1979, Gatti and ESPN’s

producers canvassed the Providence Civic Center to pick camera positions for the event. As the event drew nearer, though, ESPN’s producers, many of whom previously had worked for NBC, told Gatti they would have to scrap their original plans and set up new positions.

“And Rosa said, ‘Oh, no you’re not. You said you were doing this. We’ve sold the seats. That’s it. You’re going to have to live with it,’” Bill Rasmussen, ESPN’s founder, said with a laugh. “I think that’s what really got people at ESPN intrigued — the idea of this lady SID taking it to these [former] NBC guys and lashing them left and right.”

Rasmussen returned to Bristol and told the network’s president, Chet Simmons, about Gatti. He raved about how she handled the situation during the Frozen Four and suggested that Simmons consider hiring her to set up ESPN’s communications department.

Simmons, who died in 2010, was intrigued. He wanted diversity in his ranks. In fact, Simmons already had hired an African-American, Greg Gumbel, and a woman, Sharon Smith, as on-air talent. Now behind the scenes, he hired Gatti to set up the network’s communications department in July 1980.

For Gatti, it was not a smooth transition. She had spent nearly a decade in college sports and knew that landscape well. Now she was thrust into the fledgling cable business with a relatively new network, and she felt lost.

“In the first few months, I thought I was going to be fired. I really did,” Gatti said. “I didn’t know the television lingo. I didn’t know satellite and cable terminology. I was

reading trade articles two or three times to understand them. And I'm supposed to be the PR representative and know this stuff."

Gatti, of course, found her footing. Working from a trailer outside of ESPN's offices, Gatti hired several PR executives who still are with ESPN today, including senior vice president Chris LaPlaca and vice president Mike Soltys.

"You had to walk over some 2-by-12s through the mud to get to her trailer," Rasmussen recalled. "Nobody went out to visit the trailer. Nobody. Why would you walk through rain and mud and snow to go visit Rosa in the trailer? But that's where she was running everything."

It didn't take long for Gatti to become a trusted confidant to ESPN's top executives. During her career, she worked for six of ESPN's seven presidents — she arrived after Rasmussen had been replaced. The rapport she established with these executives enabled Gatti to expand her role from communications to human resources.

"Because of the respect she had, everybody knew her," said Bill Grimes, who served as ESPN president from 1982 to 1988. "She had her finger on what was going on. I would occasionally say to her, 'Rosa, how's the morale? What's going on? Is there anything that I should know?'"

Gatti started overseeing human resources in the mid-1980s, which was around the time that ESPN was beginning to develop a reputation as a glorified frat house, replete with tales of unprofessionally wild behavior and oftentimes sexist conduct.

"Back then, media was very much a men's club, and sports media was an almost exclusive men's club," Bornstein said. "So she saw a lot of stuff that she constantly rose above. She made us better. She had a perspective and point of view that was different, which in the early days of ESPN was important because it really set the groundwork of why we want a diverse workplace."

Gatti's biggest impact on the sports industry has nothing to do with communications. Rather, she has been instrumental in creating a diverse workforce at ESPN. Senior executives like Bornstein supported Gatti's push toward setting up a diversity committee. But it was Gatti's drive and tenacity that led to its creation.

For years, Gatti had wanted to set up a committee within ESPN to help women. And for years she was stymied. At the time, ESPN executives did not want to potentially set a precedent where every different group would look to set up their own committee.

Then the Clarence Thomas Supreme Court hearings occurred. That was in 1991, when the then-Supreme Court nominee was accused of sexual harassment.

"I was at an ESPN event and some of the women came up to me and said, 'You know, sometimes some of those comments are made to me,'" Gatti said. "I've talked with

people from many other companies. They had these same exact scenarios."

That led Gatti to approach Bornstein with a new plan. She wanted to set up a diversity committee, one that also would incorporate women's issues and would concentrate on recruitment, advertising and training for women and minorities.

Today, more than 20 years later, ESPN has one of the most diverse workforces in the industry.

Every two years, The Institute for Diversity and Ethics in Sport at the University of Central Florida gives a report card on how well the Associated Press Sports Editors hire women and minorities. Over the past six years, the institute's report has praised ESPN.

"In each of the reports in 2006, 2008, 2010 and now, ESPN's statistics for sports editors and columnists raised the numbers. Without their key hirings, the statistics would be even worse than they were in 2006," writes Richard Lapchick, director of the institute.

"I think we've made great strides, and we've been a leader in many categories," Gatti said, "but we still have work to do."

In championing the diversity committee, Gatti carved out a new role for herself that moved beyond communications. Though she did not know former college basketball coach Jim Valvano well, she helped push for the creation of the V Foundation, a cancer charity named in his honor.

By any measure, the V Foundation is wildly successful. It launched in 1993 and now has a men's and women's basketball classic and a charity golf tournament associated with it. Thanks largely to ESPN's support, the V Foundation has raised more than \$125 million for cancer research, Bornstein said.

"She's still at it. She does so much to help other people without drawing attention to herself. That's what I hope you get into your article, because that's her," said George Bodenheimer, who served as ESPN's president from 1998 to 2011. "She does not want to put herself front-and-center, draw the limelight. She has done so much to support this company in diversity, outreach, enrichment and communications."



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.sportssystem.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

CONVENTION HOME PAGE:

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

SIGN UP FOR THE 2013 CoSIDA CONVENTION FAMILY COMMITTEE EVENTS:

For information and ticket purchases, go to www.cosidafamilycommittee.com



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), ESPN Farewell Party at Disney's Wide World of Sports Complex (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 is now available 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

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

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

**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.



SIGN UP FOR THE 2013 CoSIDA CONVENTION FAMILY COMMITTEE EVENTS:

For information
and ticket purchases
go to

www.cosidafamilycommittee.com

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2013 CoSIDA CONVENTION Program Schedule

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

#cosida13
as of March 5, 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)

1:30 - 4:45 pm

Exhibit Hall Open (Sabal)

3 - 4:30 pm

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

Presenter: Laura Stack, The Productivity Pro, Inc.
(Salon H)

5 - 6:30 pm

Capital One Academic All-America Hall of Fame Ceremony

Awards presented: Capital One Academic All-America Hall of Fame, Ester Jordan Award, Dick Enberg Award.

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

(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

Hawks Landing Golf Course (Marriott property)

7 - 8:15 am

NAIA Divisional Meeting

(Key West)

8 - 10 am

Convention Registration (Palms Registration area)

8:30 - 9:20 am

Session: "Effective Communication"

Presenter: Richard Dufresne, The Wellness Corporation
(Salon H)

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 Sagraves (Davenport),
Caley McCool (Pennsylvania State Athletic Conference)
Moderator: Bob Lowe (Berry) (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

(Cypress 2-3)

FRIDAY, June 14

8 - 9 am

NACDA & Affiliates/CoSIDA Mega-Session

T. Boone Pickens - *"Sustainability Issues on Campus; How the Current Student-Athlete is Grasping the Concept."*
(Salon G-H)

9 - 10 am

NACDA & Affiliates/CoSIDA Mega-Session

Mark Pesavento, Vice President-Content, USA Today - *"Impact of Social Media on Branding."* (Salon G-H)

10 - 10:50 am

Session: "Excelling in Your Career Without Undermining Your Health" (Royal)

Presenter to be announced in March

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: Greg Byrne (Vice President & Director of Athletics - Arizona), Larry Marfise (Director of Athletics - Tampa), Jack Neumann (Alumni Development/SID (ret.) - Calgary), Scott Stricklin (Director of Athletics - Mississippi State)

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 (Director of Athletics - Arcadia), Ian McCaw (Director of Athletics - Baylor), Louise McCleary (Director of Division III - 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 & Affiliates/CoSIDA Mega-Session

John Foley, CEO of John Foley, Inc., (former Blue Angel Pilot) - *"High Performance Leadership"* (SALON G-H)

9 - 10 am

NACDA & Affiliates/CoSIDA Mega-Session

TBA (SALON G-H)

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 - 2:00 pm

CoSIDA Goodwill and Wellness Committee Community Service Project

Coalition for the Homeless in Central Florida "Water Day" for families and children

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: Tyler Price (Baker)

1 - 1:50 pm

Session: "Diversity in the Profession" (Royal)

Panelists: Ed Hill (Howard), Kenisha Rhone (Belmont), Harry Stinson (Kentucky State). Moderator: Danielle Wright (Cincinnati)

2 - 2:50 pm

Session: "Multimedia Expansion" (Royal)

Panelists: Mike Bianchi (Orlando Sentinel), TBA, 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 Operations/Treasurer)

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: Christopher Lakos (Georgia)
(Salon 7A)

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

Panelists: James Bates (CBS Sports Network/former athlete), current student-athlete TBA
Moderator: Frank Mercogliano (New Mexico)
(Salon 8A)

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

Panelists: Chris Kirkegaard (SIDEARM), Jamie Weir Baldwin (Michigan State)
(Salon 7A)

(Session F) – **"Video Editing"**

Panelists: Brian Beyrer (Iona), Jeff Weinstein (Union, N.Y.)
(Salon 8A)

6:30 - 8 pm

ESPN Farewell Party/Reception

at Disney Wide World of Sports

FAMILY COMMITTEE ROOM: Key West
(11:00 a.m. Wednesday through 5:00 p.m. Saturday)



CoSIDA Convention Membership Call Fastscripts

February 27, 2013



CoSIDA Member Call: Let's talk 2013 CoSIDA Orlando Convention

An interview with:

SHELLY POE (Auburn), CoSIDA 1st VP

ERIC McDOWELL (Union N.Y.),
CoSIDA 2nd VP

JULIE WORK, NACDA Assistant
Executive Director

WILL ROLESON, CoSIDA Dir. of Internal
Operations

SHELLY POE: We have several guests that are going to talk about their area of expertise today. One is Will Roleson from the CoSIDA staff. Julie Work, who is the NACDA executive staff out of Cleveland. And Eric McDowell from Union College is our second vice president at CoSIDA and has chaired the Program Committee this year.

I should say Barb Kowal, CoSIDA director of external affairs, is manning the blog on Cover it Live today. If you have questions or comments, feel free to ask those. We'll get those answered by our panel.

I'm going to ask Will Roleson to start us off with some of the logistical information, hotel deadlines, et cetera.

WILL ROLESON: Thanks, everyone, for joining us today. A big part is getting everyone set up for the convention and registered. The systems have been open since February 1st. We're doing very well in the hotel reservations systems. You

can get to these off the CoSIDA.com web page, and all the details are there.

I can tell you specific to the hotel reservations our block is a little bit smaller than last year between NACDA's group and our own, we will have virtually the entire hotel. It is a very large Marriott property in Orlando. We have a May 10th deadline for hotel reservations, but I would not be surprised if we reach our total number of rooms sometime before that.

So rather than be at risk of potentially going to a possible overflow hotel in the vicinity, I would encourage you to make your hotel reservations at your earliest convenience.

Convention registration, that also closes on May 10th. Obviously we'll take any and all comers for that. Again, convention registration remains the same price as last year, \$195, which compared to a lot of our sister organizations is an exceptional deal for our membership. So encourage you to get on and go ahead and reserve your convention reservation as well.

There is on-site reservation. That does go up to \$280, though, so you can see the difference there. Again, for convention registration, that is all online. We are not doing checks or paper, mail-in for those, and have not done that for a couple years.

Heading back to the hotel, one thing we think is an advantage this year, if you're able to come in on Wednesday morning, early afternoon, we anticipate the first session probably being 2 p.m. that Wednesday afternoon, would really only require a four-night stay, arriving Wednesday, staying through Saturday night, departing on Sunday if you were to stay for the entire convention. There is some cost savings there.

Hotel, again, as you'll see on the website, is \$171 per night. Again, if you can just do four nights and get in there, you can save a little money that way as well.

Touching on a few additional things, I wanted to let you know during the course of the event we'll have our two awards luncheons on Thursday and Friday. There will be three receptions. Wednesday night's kickoff reception.



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Thursday night we'll be joining the NACDA group in their exhibit hall for a special reception. Then the ESPN reception on Saturday night, kind of the farewell party, which will be a location to be announced, but somewhere on the Disney Wide World of Sports complex in Orlando. We'll be providing transportation to and from that event.

SHELLY POE: So your registration has really given you five meals right there off the top if you take advantage of all of that, is that correct?

WILL ROLESAN: That's correct.

Then I know Julie will touch on this a little bit, too, but thanks to NACDA's efforts, they were able to partner with Mears Transportation in Orlando. There's a coupon online where for \$34 round trip you can take the Mears shuttle from the airport to the World Center Marriott and then back when your stay is finished. That is a considerable savings, especially if you're traveling alone. Cab fare is around \$40 to \$50 plus tip. So that's \$34 per adult and \$27 per person per child.

I would need to mention you do need to have the coupon with you in a hard copy format. They will not take electronic copies. Each person needs to have one of the coupons. It's not just one for the entire group. I do want to mention that if you choose to take advantage of that opportunity.

Another special opportunity in terms of events, our Good Will and Wellness Committees, one of our more active committees through the past couple years, they put on the successful 5K race. Thanks to Committee Chair Sam Atkinson for his great coordination. They will be doing that again Thursday morning around 6 a.m. You can get to the start of the course from the hotel in about three minutes. Looking forward to that event.

The Good Will and Wellness Committee Chair – Sam Atkinson of Gallaudet College - also asked me to remind people about the donation drive. They're collecting clothing, shoes and toiletries for youth in the area. As part of their service project the final day of the convention they'll be doing a project with the Coalition For the Homeless in Florida and doing a water day for kids with the blow-up things, the water splashing, things like that. It should be a great event and we're appreciative of all the effort they've done through the years.

Before I jump off, and happy to answer any questions, in addition to the convention registration, also February 1st, our membership

portal opened to renew dues for the 2013/14 academic years. Anybody who pays dues after February 1st is good all the way through September of 2014.

SHELLY POE: Thank you, Will.

I wanted to mention, too, on behalf of the Good Will and Wellness Committee, the proceeds from the 5K are also going to go towards the Coalition For the Homeless in Central Florida. That's the local charity they've picked out that will be our recipient this year. They are collecting clothing, toiletry items and shoes as they have done the past couple years.

We did get one question that came in on the live blog: My athletic coworkers who belong to NACDA tell me the NACDA convention hotel sells out. What happens if there's no more room in that hotel before the deadline? Has CoSIDA got something lined up? Are there different prices?

WILL ROLESAN: That's one of the items we discussed with the NACDA staff and the World Center Marriott staff when the staff met last week at Orlando at the property. We are working on a plan for that. Nothing is set in stone just yet. There are a couple options that we are partnering with NACDA to look at.

As soon as we get closer to perhaps that sell-out, we will make that information available on the web on CoSIDA.com and make that as seamless a transition at that point as possible if and when we do get to the sell-out point.

SHELLY POE: I feel like we're in the Orlando area, one of the world capitals of tourism, so I'm sure there will be plenty of rooms for people at some inconvenience. Golly, if you have a chance, if you were not at our Orlando convention before, this is the hotel we stayed at, as well. Get on their website and look at all the stuff that goes on right there at the hotel and on the grounds that you can take advantage of, really try to get in there if you can. You'll enjoy it if you're bringing your family. It's ideal for something like that. I think there are going to be a lot of good comments and excitement as people get to see that property.

WILL ROLESAN: They're doing a big renovation. Their pool, which is maybe what they're most famous for, they tore it up entirely last fall, none of it was open, but half of it is open now,



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forward to making the initiatives across the board a long-term effort and a first-class event that you don't want to miss year in and year out.

SHELLY POE: How many attendees do you typically have over the course of a convention?

JULIE WORK: Including exhibitors, we've been upwards of around 3200 to 3300. Next year, although we oversee the day-to-day of N4A, they will come under our convention beginning 2014. That will be an additional 500 or 600 folks. They'll be on the front end, as well.

SHELLY POE: We're getting a question here on the blog: Do you know what group is going to play at the concert?

JULIE WORK: Yes. This is one of the groups that's actually in the mix. I think it was called Fun House. Everybody has mentioned, you were out there last week, they went to a couple different venues and listened. Once we get that confirmed, we'll send that over to Barb so you can get that information out.

SHELLY POE: We want to emphasize, too, not only can we go to sessions of other groups, but we certainly invite any of the NACDA people to come to any of our sessions, as well. I think we'll look forward to having you all pop in for whatever people might be interested in.

JULIE WORK: No, we appreciate that. I know Eric (McDowell) has been in touch with some folks and they're looking at targeting some NACMA sessions as well. It will be great across both fronts.

SHELLY POE: Have you found any push-back on your end from ADs saying we already send people to NACDA and don't want to bump that number up?

JULIE WORK: No. It's been an open-ended book. It also makes it easier in some regards because they can share rooms with one another. In some cases they might have had to send them to different venues across different days. So the roommates and that sort of thing, this is just an added opportunity where everybody can be under one location.

It's the same with N4A folks coming under us next year. It's one location that will be helpful across the board.

SHELLY POE: How many total groups are under the umbrella?

JULIE WORK: 13.

SHELLY POE: Wow.

JULIE WORK: There's nine conventions, because some conventions fall under NACDA, so...

SHELLY POE: We're looking forward to being a part of it.

JULIE WORK: We're looking forward to having you guys. We appreciate everybody's efforts from the CoSIDA leadership, the internal staff, the external group that really made this, the officers and the boards, we're appreciative of all your efforts.

SHELLY POE: We're looking forward to it. As your program gets more and more along, should people look on the NACDA website as your different sessions are firmed up?

JULIE WORK: Yeah, that would be great. We do have all the affiliates. There's actually one complete master agenda that outlines everything, including CoSIDA, which is helpful. It's a day-to-day kind of flash of what there is, instead of going to each individual affiliate association, if you want to look at the masses and what there is on a given day.

SHELLY POE: That's what will be available on the app, too?

JULIE WORK: That's correct. It will be available on the app, as well as the individual affiliate association agendas that will be available.

SHELLY POE: Had several people comment, I wear many hats in my job, so am I going to be able to bounce around and go to different panels? I think it's going to be exciting for people, they can pick and choose what they want to learn about.

JULIE WORK: Definitely.

SHELLY POE: Anybody else on the panel have questions for Julie at this point? If not, we'll turn it over to our guru of programming, Eric McDowell. Congratulations to you and the entire Program Committee for the fabulous things that have been announced already.

I'm reading a comment now off the blog: Excellent job on the programming. I've never seen topics and panel speakers listened this early. I think the membership is really excited that things

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are coming together and they're going to be able to plan their agenda.

Give us an overview and hit the highlights on that, please.

ERIC McDOWELL: Thank you, Shelly. Then I'll touch on the Family Committee right after that.

Folks, the best way to put this this year for programming is we have twist and tradition. We have some new twists in four outstanding major professional speakers coming in that we've never had before. It's great to have a budget in place with Will and that committee to allow us to bring in some people under our salary cap, if you will.

One of them we've announced, the other two later this spring, is Laura Stack. She's a productivity pro. She'll talk to us about what to do when there's too much to do. That pretty much sums it up for us, doesn't it? We always talk about that. We are going to have somebody who has been a national television morning shows, best in the business, Laura Stack. We look forward to her on Wednesday. It will be a great way to lead into our Hall of Fame event that night.

Thursday we're going to be joined by Richard Dufrene, clinical operations for the Wellness Division. The topic of his speech will be Effective Communication. We are communicators. It will be great to have somebody who is a professional communicator to talk to us about his experience. He'll tie in from what we've learned from the Cryder Reinbold presentation, that we will be having during the week, as well. He'll be touching on some of the things that they found to assist as well.

Also on Thursday we'll start with our CD Mac and UD Mac breakouts. We have video on a budget for the college division folks and media and social media training for student-athletes from the university side. Thanks to Blake and Justin for getting those panels in place.

We'll be attending our first NACMA panel at 2:15 that day. It's entitled Branding. Two of our people will be represented on that panel so we'll look forward to joining our NACMA brothers and sisters at their session during that afternoon.

Then later we'll have a session on social media strategies. I just wanted to mention one guest for that one. We're very excited to have Gary Buchanan, who is a social media manager editor at Disney, to get a major perspective to join athletic directors and others from different divisions on that session.

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We'll close out that day with traditional table topics, thanks to Roy Pickerill as always.

Friday we'll start with a speaker we're going to be announcing through Barb later this spring. She's going to be talking about accelerating your career without undermining your health. This is something we've always talked about, trying to discuss. This time we're going to bring in a professional speaker who has national experience similar to Laura. She has an incredible website. I'm not going to tip off her name now, but you'll definitely want to be there at 10 Friday for her.

Prior to her we're going to attend our first mega-session, 8 to 9 a.m. on Friday, T. Boone Pickens. You've seen him on TV, the American business magnate and financier. He's going to be talking about sustainable issues on campus and how the current student-athlete population is grasping this concept. That will be 8 to 9.

Leading up to our speaker back at 10, we'll be joined by Mark Pasavento, the VP of content for USA Today. He'll be 9 to 10 on Impact of Social Media on Branding. So we look forward to joining all of the other members at those two mega-sessions on Friday.

SHELLY POE: When you say 'mega-session', that means that the entirety of the convention is going to go to one session?

ERIC McDOWELL: That's right. We blocked out our time on Friday and Saturday from 8 to 10 to join all the other affiliates for these major presentations.

The other notes on Friday include Design on a Dime as we learn how to get effective designs. You Are More Than an SID. This is really going to blow people away with athletic directors who have been in our positions and can really assist us in how we can develop ourselves on our campuses and in our departments.

We'll also have a session on streamlining. You can define that any way you wish. It can be streamlining your office, your department, your staff. But really getting a handle on things as there's more added to our plates over the recent years.

Also Friday Working Effectively With Your Coaches, from our CD Mac group, who really work closely with their coaches, how to work effectively with the different personalities, and branding your

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personality via your website.

We'll start two of our skill sessions with athletic directors, people who have been SIDs, who can relate, as well as Here is the Pitch, Stories to the Media. This way you hit one for a half hour, then the other. They'll both be presented back to back twice.

Finally on Saturday, we'll have more megasessions. We're looking forward to John Foley, the CEO of John Foley, Incorporated, who will talk about high-performance leadership. He's a former Blue Angel pilot. He knows all about leadership.

The 9 to 10 slot, I'm not going to say where it stands right now, but I can tell you, if it really occurs, I know Pat and everybody at NACDA is very excited about this, we may have a major guest that could just blow us all away. It's something you definitely won't want to miss and we'll look forward to hearing if that comes through. They've got a lot of great things planned for us at 9.

Our last guest speaker coming in at 10 on Saturday will be announced also this spring. He is contracted. He's going to talk to us about writing for sports communications. When you see his résumé, you'll be impressed. He's a major national feature writer who helped found a feature writer institute. So that's going to just be amazing.

Following that we have a new feature called Stat Dugouts. Since Saturday, you'll head to the food court to grab a bite to eat, then pop up to our new Stat Dugout format. Six different rooms that hit the sports you need to hit. You can go in, get hands-on assistance, whether it's volleyball or lacrosse, whatever the sport. Rather than sit in a room and have everybody talk about Sport A, you can go to the sports that serve you the best, that you can get more tips on during that time.

Then later on in the day, we'll have Diversity in the Profession, a brand-new topic, an excellent one there. Multimedia expansion. We'll have our CoSIDA business session that afternoon. Finally four different skill sets from 3:30 to 5:30, half hour each, so you can hit them all if you like. They are the Latest in Social Media, Interview Tips For Student-Athletes, Photoshop in Design and Beyond, and Video Editing.

As you can see, we have quite a packed schedule. We feel with our 22-person committee, they did a marvelous job in listening to the membership, picking up on the great job that Shelly did a year ago, in serving everyone. One

and all will come away with a lot of great experiences this year.

SHELLY POE: Eric, we have a question from the blog: What days will the special awards be presented? Those are at luncheons, correct?

ERIC McDOWELL: That's right. We talked about programming. Will, if you would like to tackle that?

WILL ROLESAN: Give me one moment here.

SHELLY POE: Then another question we have: We're happy the program has been listed so early, but what if we have an idea for a panel, is it too late?

ERIC McDOWELL: It's not too late for table topics. We have 10 of the 15 we've kept open. We are looking for tabletop ideas that can come to myself and we can discuss. But five of the 15 are set. We are set on panels, but we'd love to hear about presenters who can do table topics or backups for some of the people that may not make up, and also future names.

SHELLY POE: Absolutely. It's great to get ahead for next year's continuing ed calls, start to put the program together for Orlando 2014. Anybody that has some ideas, please get with Eric McDowell. If we can't work you in this year, be on the front burner for the future.

ERIC McDOWELL: Will, do you want to touch on special event awards?

WILL ROLESAN: Thursday will be the CoSIDA Hall of Fame luncheon. That will include the CoSIDA Hall of Famers, also the Lifetime Achievement Award winners, folks retiring after a good time in the business.

Then Friday will be the special awards luncheon, the Rising Star Awards, the 25-year Awards winners will also be announced at the Friday luncheon.

ERIC McDOWELL: I'll touch briefly on the Family Committee before we go to questions for the entire group.

www.CoSIDAFamily.com. The links, Barb



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has everything up on the page. Very excited about this. You know we're in Orlando, so you're going to bring the kids. You want to have some things to do. Maybe your spouse or partner, you're looking for some fun, meet new friends. We have it ready to go thanks to Rose and thanks to Will.

Now the Family Registration Package. If you have kids in school, many do in mid June, we haven't been this early before, all you have to do is head down on Thursday night and you'll be a part of everything Friday and Saturday. We have at that web page secured purchases through University Tickets with your credit card. It includes all the fees, and especially the bus transportation. So that's right, it takes you right from the hotel convention entrance all the way to the site, whether it be Downtown Disney, the outlets, wherever we go, and brings you right back. No need for a cab or rental car.

The sessions that I'll talk about briefly, these are the items we have in place. Friday we have an Orlando Premium Outlets trip. That's only \$10. That includes the bus, a complimentary breakfast at Tommy Hilfiger.

On Friday night we have four different dinner options, all reserved at Downtown Disney. It will take you down with your tag. You will go in and everything will be ready to go. You can sit with your old and new friends. The four options we have is Captain Jacks, a Planet Hollywood, which is a fun place for young and old, Rain Forest Cafe, great place for kids, a lot of activity, animation, wonderful place to be, then Rangling Road provides excellent Irish fare and music. Whatever your taste in meals that night, we've got it covered with four different options and the bus transportation. You can sign up at CoSIDAFamilyCommittee.com.

Lastly Saturday, if you're in Orlando, you don't have to be a kid, you can be a kid at heart, you can't go without seeing the big mouse, that's Mickey. We've got to see the mouse. This is your chance. We have a character in place at Chef Mickey's. We will have the bus head right to the restaurant. It will be there to meet Mickey, Mini and the gang. Bring the kids and adults as well. You're going to have a wonderful time for those of us that have been to the character breakfast.

Make sure to go to the Key West Room and the Family Committee will have lots of games and videos to have your kids have a great time.

Thanks so much for everybody's efforts. For all of you listening, we can't wait to see you. Thank you.



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SHELLY POE: This is kind of a reinstatement of the Family Committee and the family activities is something that our members have been asking for and remind some of us a little older in the age group of some of the past days of CoSIDA when it was really a great family experience. Couldn't be a better location for that.

Can you distinguish between registering, say, a spouse for the convention or should they just do the Family Package? Can you give us more particulars on that?

ERIC McDOWELL: The Family Package adults pay a certain price, then children at a certain age also pay a price as well. So whether it's for the adult, it does give that person the access to sign up for Family Committee events, attend our panels. Saturday night they'll be part of the ESPN reception. All of that is on the site.

It's a wonderful new package. Again, thanks to Will in his first full year of putting this together that we have that Family Committee registration option. I mean, \$50 to be able to get to the convention on Friday and Saturday and also be signing up for these events, great price for the adults and kids. It's designed for people we know that have kids in school that may not have planned on attending at all. Now if they can get them out Friday, it's going to be a wonderful benefit for the whole family.

SHELLY POE: Or if you have a member of the family that doesn't want to do receptions, they want to do pool time, this gives them a chance to be along other CoSIDA-ans at a reduced cost.

ERIC McDOWELL: Let's say you and a partner are good friends with an award winner. The kid can be in the family room with other kids. We will have actual baby-sitting during the award luncheons, so the kids can be in there while the adults are at the dinners.

SHELLY POE: Wonderful.

We do have a couple questions here coming in off the blog. One is asking about the awards schedule. All the Hall of Fame awards will be given on Thursday at the luncheon, then the individual named awards will be the ones given at the Friday luncheon. Hopefully that helps clarify

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that for people.

We have someone that asks: With the ESPN Disney Wide World of Sports party and other social events listed, are those only for CoSIDA? Is it for CoSIDA and families, or for everyone attending NACDA?

WILL ROLESON: I'll take that one, Shelly.

For those type of events, those need to be for CoSIDA registrants only, whether that's a member, a non-member, or those spouses who have paid the full rate to be there the entire week. Those will be the folks that could come to those events. The same could be said for the Thursday night NACDA exhibit hall as well.

SHELLY POE: You can't possibly do it all, there's going to be so many things going on. I think we're going to get a great feel for how they have it so well-organized with NACDA once we get down there, but I do want to encourage people before you register, kind of make a schedule for yourself. Go to the website, look at the discounts, the options, things you can go ahead and get signed up for now.

Will and Eric have done a good job of eliminating the long lines, we used to be a line snaking through the lobby to get ballpark tickets. They've done a good job of helping people do this ahead of time. It also helps you know what's going on when you get down there.

ERIC McDOWELL: I did get a question directly. Family Committee registrants, how would I pick that up Friday?

Everything would be family in the family room. Any of those events, you still have to check in at the family room to be sure you're in attendance. There will not be general registration set up by Will and everyone on Friday. You will either be able to pick up something for the person coming later in the week early in the week when we register. Say I have a friend who is a family registrant, I can pick his or her badge up when I do, or you can pick it up Friday at the family room. They'll all be in there as well. It will be convenient for them. We're looking forward to those folks that they'll be able to get their badge conveniently on Friday.

WILL ROLESON: I'd like to draw special attention to our Annual Academic All-America Hall of Fame Ceremony, which will be late afternoon on



the first day, on Wednesday. It will be a little different. Of course, we'll be inviting all our NACDA friends to join us. Unlike past years where it's been a formal dinner event, this time it will be more theater style event.

When we were down to the site visit last week, we were looking to do things to jazz it up, if you will. I know we've got a great group of people that we'll be honoring that were Academic All-Americans in the past that have gone on to do great things.

I want to encourage you to mention that to all of your colleagues who will be in attendance at the conventions. We think that's going to be a special night there, that first night, and that will lead into the welcome and kickoff reception later that evening.

SHELLY POE: It will be a program first, then we'll break off and do the exhibit hall. It gives you a chance to stretch and a chance to invite some of the other people from your department to come and see one of the real showpieces that we have.

Any other items you would like to bring up? I think we're about ready to close here.

ERIC McDOWELL: We do have set menu in place for each of the four restaurants for Friday as well as Saturday. If you go in there on CoSIDAFamilyCommittee.com, they include three courses, also non-alcoholic drinks, coffee or soda. It does list the details of the age of your children. Certain ages you would have to pay an adult, certain kids can sit in the lap and nibble off the parents. You can save money that way.

All of the questions that would come in are located under each event. Prior to purchase, you can get all the answers right on the site.

SHELLY POE: Great.

Well, I want to thank everyone for being with us this afternoon. Again, registration is now open. We are having a good amount of people go ahead and register and sign up for the hotel block. Please don't wait too late and miss out on that. We'd love to have you right there in the middle of things in Orlando.

I want to thank our panelists today, Eric McDowell, Julie Work, Will Roleson, and manning the Cover It Live blog, Barb Kowal. I also want to thank ASAP Sports for a transcript which will be up

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on our website later this evening, and Josh for being our host with the audio lines. I'm Shelly Po from Auburn University and I hope to see you in Orlando. Good-bye.

FastScripts by ASAP Sports



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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) from Wednesday-Saturday, June 12-15. Information is available at 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.

Communications specialist Richard Dufresne to speak as a headline presenter at 2013 Convention



**by Eric McDowell (Union, NY)
CoSIDA 2nd Vice President**

The members of CoSIDA are communications specialists, and so it is quite fitting that a professional specialist in communications will speak to us at our 2013 convention in Orlando this June.

On Thursday, June 13 at 8:30 a.m., Richard Dufresne will address the membership. His session will take place in Salon H of the Orlando World Marriott. His topic will be "Effective Communication."

Mr. Dufresne will also incorporate findings from CoSIDA's strategic branding project/survey, coordinated by consultants Cryder Rinebold, to assist the membership in areas that will assist them in future communications with internal and external stakeholders.

"We all know how important it is to have quality communication, says Dufresne. "Effective communication is more than 'just talking.' Effective communication is a conscious, purposeful process that can become a daily habit."

A Licensed Independent Clinical Social Worker, Dufresne is Vice President of Clinical Operations at the Wellness Corporation in Shrewsbury, Massachusetts. For over 20 years he has been providing Employee Assistance Programs, team development programs, management training and wellness programs. His experience includes working with higher education, healthcare, industry, and financial institutions.

He graduated from Holy Cross College and has a Master's Degree in Clinical Social Work from Boston University.

Some of Dufresne's clients that he has trained and consulted are St Joseph Hospital and Affiliate Companies in New Hampshire, the City of Nashua, New Hampshire; Fidelity Investments; Harvard University; Smith College; Northeastern University; Brandeis University; the University of Massachusetts-Lowell; Williams College and World Learning Inc., just to name a few.

Richard's workshops are informative and engaging. You will leave with many useful ideas and strategies that you can apply immediately at work and at home.

"Communication is real and effective when two or more people really listen; then the words lead to meaningful action and tremendous results," Dufresne noted.

CoSIDA looks forward to Richard Dufresne's presentation as he communicates effective communication to our membership on June 13 in Orlando.

PUBLICATIONS CONTEST

NEXT DEADLINE IS MARCH 30

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 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 are on the following pages.

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
Cell: (913) 488-5996



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	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 Guides	Mitch Wigness	March 1	May 1
Women's Basketball Media Guides College	Blake Freeland	March 1	May 1
Men's Basketball Media Guide 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 football this is NAIA, NCAA D-II, NCAA D-III

^ 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

Name	College/University	Address	City, State, ZIP
Roy Allen	Seward County CC	POB 1137	Liberal, KS 67905
Dave Beyer	McMurry University	1401 Sayles 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	Univ. of Alabama in 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
Logan Lawrence	St. Edwards University	3001 S. Congress Ave.	Austin, TX 78704
Steve Marovich	Carthage College	2001 Alford Park Drive	Kenosha, WI 53140
Micah McDaniel	California Baptist University	8432 Magnolia Ave.	Riverside, CA 92504
Kristy McNeil	Princeton University	Jadwin Gym	Princeton, NJ 08544
Sara Meier	Rocky Mountain Athletic Conference	1867 Austin Bluffs Parkway, Suite 101	Colorado Springs, CO 80918
Michael Morgan	Lindenwood University	209 S. Kingshighway	St. Charles, MO 63301
Rich Moser	Eastern Illinois University	600 Lincoln Avenue, 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 Parkway 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
Mitch Wigness	University of North Dakota	2751 2nd Ave. N. Stop 9013	Grand Forks, ND 58022-9013
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.

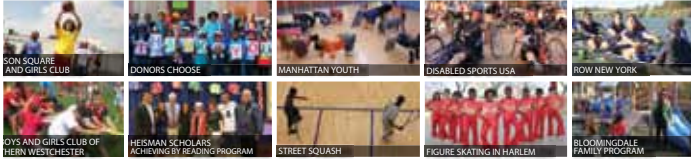
ENTRY CHECKLIST – Have you ...

- 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?

DO YOU KNOW WHAT THE DOES IN THE OFF SEASON?

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FIVE

Questions . . .

With Greg Goings

Sports information Director, Bowie State University

by Larry Happel, Central College

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

I began this wonderful sports information career back in 1988 (long before cell phones, fax machines and in-game computer stats) at Virginia State University. My first involvement with the VSU Sports Information Office was in 1984, serving as the official scorer for the men's basketball team on a volunteer basis. The SID at the time (LeCounte Conaway) thought I had good handwriting and gave me the additional task of calculating and producing player and team statistics, again without the use of a computer. After a 12-year stint (1988-2000) as VSU's full-time SID, the time came for a change. I relocated back to my (Washington, D.C.) roots and took about 10 months away from work altogether to rejuvenate. Once I did return to the workforce, I used my food marketing/food industry management degree in the restaurant business for a little less than a year and then worked in the banking industry for a the same amount of time. I loved the normal (7 a.m.-3:30 p.m.) Monday-Friday banking hours, but wasn't really happy. When Bowie State first approached me in 2003 about returning to the business, I didn't accept the invitation to interview for their SID position. However, a month or so later, I was approached again and finally realized sports information is where I needed to be. More importantly, my



wife said, "You need to accept BSU's offer ... Go be happy with what you love to do!" There are several people that influenced me in the sports information field. The first would be the late John Holley at Norfolk State who will always be remembered for his saying, "The work will be there tomorrow!" Next would be the late LeCounte Conaway along with Christopher Fisher (North Carolina Central) and Wallace Dooley (University of D.C., Virginia State and Tennessee State).

2. You've had a wide range of experiences, including a stint as a top-rated radio host and a job in the banking world. What drew you back to sports information?

My main reason for coming back to sports information was simple ... I love the job, in spite of all the challenges (long hours, seven days a week and lack of help). Even though I report to the Athletic Director and am employed by the State of Maryland, I work for the student-athletes. If it not were for the student-athletes, there would be no need for a sports information director, assistant athletic director for media relations or any other title we may have.

(continued on Page 45)

3. You're the president of the D2SIDA. What has the organization been working on and what's on the horizon for Division II SIDs?

The main focus is to continue to push for our Strategic Communicators Document, which the Chancellors/ Presidents and ADs approved, to become a reality for all schools that operate with one person (such as myself). Former D2SIDA President Rich Herman, NCAA Division II Vice President Mike Racy and others worked hard on this model and it needs to be more than just a document on someone's desk gathering dust without taking any action at some point in the very near future. Many of us are overwhelmed and asked to do things that have nothing to do with our job description. With overlapping seasons, it is difficult at best to manage an office, especially if you're a one-person shop. We also need to be better compensated for what we do. We understand that working evenings, weekends and holidays are the nature of college athletics. However, we work far more than 40 hours per work and need to be compensated like some head coaches, in my opinion.

4. We're having a hard time finding people who understand how you can manage to be a full-time SID and still serve as a college and high school basketball official. Don't you receive enough abuse as an SID?

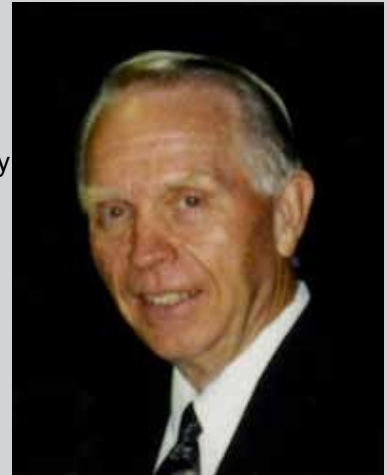
It's really not difficult at all. I've been really blessed to work under athletic directors who understand that both can be managed. As long as I fulfill my responsibilities in terms of sports information first, all is well. Gone are the days where we (SIDs) have to travel to every game, thanks to the age of technology. As for why I continue to serve as a basketball official ... it's my therapy, as I like to call it, plus I'm a basketball junkie. Blowing that whistle allows me to blow off any frustration I may have, which I'm sure you'll agree can be a lot. In terms of (verbal) abuse from coaches and fans, I never take it personal and really don't care who wins or loses a game. My goal is to work the game without injury to any player, my partners or myself and to get home safely.

5. What do you like best about being at Bowie State?

I like Bowie State because I'm back home in the Washington, D.C. area and because I work with an outstanding athletic director. Sports information can be a tough profession but our department is so laid back, everyone is left alone to do their respective jobs and we are not being micro-managed.

Former BYU Sports Information Director and Hall of Famer JAY MONSEN Passes Away

Jay Monsen, long-time Sports Information Director at his alma mater Brigham Young University, passed away on February 10 after battling cancer.



From 1972 to 1984 he worked for BYU Broadcast Services and became the "Voice of Cougar Sports" for KBYU and also served as the KBYU Radio/TV News Director and later as Assistant Director of Broadcast Services. His career at BYU continued when he joined the athletic department as the Electronic Media Relations Director in 1984 and remained with the Sports Information Office until his retirement in 1998.

Prior to arriving at BYU, he was the press secretary for Utah Congressman Gunn McKay for two years. Jay also worked at KSUB Radio in Cedar City, where he was the news and sports director and the play-by-play announcer for high school and Southern Utah University sports. In 1971 he received the Sports Magazine Service Award for developing and helping with the growth of athletics in Southern Utah.

In 1999, Monsen received a "25-Year Service Award" from CoSIDA in recognition of his quarter-century of service in sports communications. In 2010, Monsen was enshrined into two Hall of Fames - the BYU Hall of Fame and the Utah Sports Hall of Fame.

Monsen is survived by seven children, 36 grandchildren and 14 great-grandchildren. His wife of 55 years, Laurretta Young Monsen, preceeded him in death.

COSIDA CALENDAR

UPCOMING MEMBERSHIP SCHEDULE AND DEADLINES

MARCH

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

• SATURDAY 30

PUBLICATIONS CONTEST SUBMISSION DEADLINE FOR ALL WINTER SPORTS (EXCEPT MEN'S & WOMEN'S BASKETBALL WHICH HAD 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

• TUESDAY 30

CAPITAL ONE ACADEMIC ALL-DISTRICT M&W AT-LARGE TEAM VOTING ENDS; DEADLINE IS 6 P.M.

CAPITAL ONE ACADEMIC ALL-DISTRICT M&W AT-LARGE TEAM NOMINATION PERIOD ENDS; DEADLINE IS 6 P.M.

MAY

• THURSDAY 2

CAPITAL ONE ACADEMIC ALL-DISTRICT BASEBALL & SOFTBALL TEAMS ANNOUNCED

• SUNDAY 5

COSIDA UNDERGRADUATE SCHOLARSHIPS (FRED NUESCH-DAVE WOHLHUETER SCHOLARSHIPS) NOMINATION DEADLINE

• FRIDAY 10

COSIDA CONVENTION HOTEL RESERVATION DEADLINE (5 PM EASTERN); COSIDA CONVENTION REGISTRATION DEADLINE (MIDNIGHT EASTERN)

• TUESDAY 14

CAPITAL ONE ACADEMIC ALL-DISTRICT M&W AT-LARGE TEAMS VOTING PERIOD BEGINS; DEADLINE IS 6 P.M., ET

CAPITAL ONE ACADEMIC ALL-DISTRICT M&W TRACK & FIELD/XC NOMINATION PERIOD ENDS; DEADLINE IS 6 P.M. ET

• THURSDAY 16

CAPITAL ONE ACADEMIC ALL-DISTRICT BASEBALL & SOFTBALL TEAMS ANNOUNCED

• MONDAY 20

CAPITAL ONE ACADEMIC ALL-AMERICA® SOFTBALL TEAM ANNOUNCED FOR COLLEGE DIVISION (NOON, ET)

• TUESDAY 21

CAPITAL ONE ACADEMIC ALL-AMERICA® SOFTBALL TEAM ANNOUNCED FOR DIVISION III (NOON, ET)

• WEDNESDAY 22

CAPITAL ONE ACADEMIC ALL-AMERICA® SOFTBALL TEAM ANNOUNCED FOR DIVISION II (NOON, ET)

• THURSDAY 23

CAPITAL ONE ACADEMIC ALL-AMERICA® SOFTBALL TEAM ANNOUNCED FOR DIVISION I (NOON, ET)

• FRIDAY 24

FRED STABLEY WRITING CONTEST SUBMISSION DEADLINE

COSIDA CALENDAR

CONTINUED . . .

• **TUESDAY 28**

CAPITAL ONE ACADEMIC ALL-DISTRICT M&W TRACK & FIELD/XC VOTING PERIOD ENDS; DEADLINE IS 6 P.M., ET

CAPITAL ONE ACADEMIC ALL-AMERICA® BASEBALL TEAM ANNOUNCED FOR COLLEGE DIVISION (NOON, ET)

• **WEDNESDAY 29**

CAPITAL ONE ACADEMIC ALL-AMERICA® BASEBALL TEAM ANNOUNCED FOR DIVISION III (NOON, ET)

• **THURSDAY 30**

CAPITAL ONE ACADEMIC ALL-AMERICA® BASEBALL TEAM ANNOUNCED FOR DIVISION II (NOON, ET)

CAPITAL ONE ACADEMIC ALL-DISTRICT M&W TRACK & FIELD/XC TEAMS ANNOUNCED

• **FRIDAY 31**

CAPITAL ONE ACADEMIC ALL-AMERICA® BASEBALL TEAM ANNOUNCED FOR DIVISION I (NOON, ET)

JUNE

• **MONDAY 3**

CAPITAL ONE ACADEMIC ALL-AMERICA® M&W AT-LARGE TEAM ANNOUNCED FOR COLLEGE DIVISION (NOON, ET)

• **TUESDAY 4**

CAPITAL ONE ACADEMIC ALL-AMERICA® M&W AT-LARGE TEAM ANNOUNCED FOR DIVISION III (NOON, ET)

• **WEDNESDAY 5**

CAPITAL ONE ACADEMIC ALL-AMERICA® M&W AT-LARGE TEAM ANNOUNCED FOR DIVISION II (NOON, ET)

• **THURSDAY 6**

CAPITAL ONE ACADEMIC ALL-AMERICA® M&W AT-LARGE TEAM ANNOUNCED FOR DIVISION I (NOON, ET)

• **WEDNESDAY-FRIDAY 12-15**

2013 COSIDA ORLANDO CONVENTION

• **MONDAY 24**

CAPITAL ONE ACADEMIC ALL-AMERICA® M&W TRACK & FIELD/XC TEAM ANNOUNCED FOR COLLEGE DIVISION (NOON, ET)

• **TUESDAY 25**

CAPITAL ONE ACADEMIC ALL-AMERICA® M&W TRACK & FIELD/XC TEAM ANNOUNCED FOR DIVISION III (NOON, ET)

• **WEDNESDAY 26**

CAPITAL ONE ACADEMIC ALL-AMERICA® M&W TRACK & FIELD/XC TEAM ANNOUNCED FOR DIVISION II (NOON, ET)

• **THURSDAY 27**

CAPITAL ONE ACADEMIC ALL-AMERICA® M&W TRACK & FIELD/XC TEAM ANNOUNCED FOR DIVISION I (NOON, ET)

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) 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.

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

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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).

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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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Advantages and Disadvantages of Social Media Use:

Perceptions of College Athletics Communicators

By G. Clayton Stoldt, Jeff Noble, Mike Ross, Travis Richardson, Julica Bonsall Wichita State University

G. Clayton (Clay) Stoldt, Ed.D., Chair of the Department of Sport Management at Wichita State University, has shared this manuscript which features an analysis of the open-ended questions included in the CoSIDA social media survey he and his colleague conducted last year. The study's purpose was to learn how these social media tools and technologies are being used and how they are impacting the athletic communications profession. The survey results were shared at the 2012 CoSIDA Convention in St. Louis by Stoldt during a panel session.

Data for the study was gathered over a six-week period (November 2011 and ending in January 2012). Eight appeals for survey participation were sent to all CoSIDA members between Nov. 29, 2011 and Jan. 12, 2012. Of the 2,862 CoSIDA members, 529 (19%) participated in the survey. The project had four goals:

1. Determine how college athletics communicators perceived the impact of social media on their organizations.

Summary: Social media has significantly impacted how athletics programs communicate, particularly with external publics. The picture was less clear in regard to internal publics. Strong agreement also existed that social media has enhanced the practice of public relations, but blogs less so. Conversely, the immediacy and reach of social media are forcing organizations to respond more quickly as public relations issues emerge. Clearly, social media are presenting college athletics communicators with both opportunities and challenges.

2. Ascertain how college athletics communicators perceived the characteristics of social media.

Summary: They believe social media to be less accurate, credible and trusted than traditional mainstream media outlets. Respondents indicated that social media provide important tools for developing relationships with key publics and are impacting organizational transparency.

3. Determine how college athletics communicators perceived the relationship between social media and traditional mainstream media.

Summary: On one hand, general agreement existed that social media and traditional media compliment one another; on the other, there was no consensus regarding whether the two were also in conflict with another. Strong agreement was expressed about social media impacting traditional media. Respondents did indicate, however, that the general public has higher expectations of the traditional mainstream media than social media in regard to honesty, truthfulness and transparency.

4. Learn what college athletics communicators indicated their organizations were doing to assess the impact of social media.

Summary: Relatively few reported that their organizations were conducting research to determine what members of key publics were communicating about their organizations via social media. However, strong agreement existed that organizations should be assessing everything from the volume and content of social media communications to its impact on key individuals and publics.

Advantages and Disadvantages of Social Media Use: Perceptions of College Athletics Communicators

By G. Clayton Stoldt, Jeff Noble, Mike Ross, Travis Richardson, Julica Bonsall Wichita State University

Social media have fundamentally changed the public relations (PR) profession. More than 90% of the PR professionals working in college athletics agree or strongly agree that social media have changed the way their organizations communicate (Stoldt, 2012). These changes have been diverse, as social media have simultaneously presented new opportunities for communication as well as new challenges to be managed. The purpose of this paper is to identify and describe the primary advantages and disadvantages associated with the use of social media and blogs as perceived by college athletics PR professionals.

We conducted a benchmark study of the College Sports Information Directors of America (CoSIDA) membership last year, securing information regarding the membership's professional use of and perceptions about social media. The online survey, conducted in partnership with CoSIDA between November 2011 and January 2012, resulted in 529 responses (19% of CoSIDA's 2,862 members at the time). It addressed a range of topics, and it was based on an instrument originally developed by Dr. Donald K. Wright of Boston University and Michelle Hinson of the Institute for Public Relations (Wright & Hinson, 2009). The general survey results were published previously by CoSIDA and may be accessed here (Stoldt, 2012).

In addition to the various multiple choice items on the survey, respondents were asked to identify the primary advantages and disadvantages associated with using social media and blogs to communicate with key publics. Response rates to these open-ended items were strong with 384 CoSIDA members (73% of respondents) naming advantages and 368 (70% of respondents) listing disadvantages. The investigators analyzed those responses using an emergent coding process (Stemler, 2001) in which categories were established following an initial review of the data. One of the steps taken in identifying those categories was to conduct several electronic content analyses, including the creation of word clouds using the Wordle application. The word clouds for the advantages and disadvantages are displayed in Figure 1 and 2 respectively.

Ten categories of advantages and nine categories of disadvantages were initially identified. Preliminary coding by the investigators resulted in one modification to the typology of disadvantages. The final categories for advantages and disadvantages are listed and described in Tables 1 and 2 respectively.

Table 1. Categories – Advantages of Using Social Media

Category	Description
Access	Ability to communicate with a wide range of constituents, including new publics
Content	Ability to craft the substance of the message
Cost	Lack of expense associated with social media
Credibility	Perceived credibility of social media messages
Ease	Usability of social media for communication
Feedback	Ability to secure fans' perceptions/communication with the organization through social media
Management	Ability to drive the message, eliminating media bias
Speed	Ability to quickly disseminate information
Student	Ability to target social media efforts toward students
Targeted	Ability to communicate and build connections with publics in the social media platform they desire

Table 2. Categories – Disadvantages of Using Social Media

Category	Description
Access	Inability to social media channels to reach some members of key publics, particularly older demographics
Control	Loss of message control given large scope of social media communication
Cooperation	Failure of athletes/coaches/administrators to adhere to appropriate social media practices
Credibility	Public perception of social media in general or messages conveyed through social media
Demand	Public demand for high volume of social media communication and complete transparency
Legal	Liability issues related to the use of social media
Reaction	Public's ability to directly criticize the organization via social media
Speed	Disadvantages associated with how quickly communication occurs via social media
Workload	Job-related demands as social media place require additional time and attention

Using those categories, the investigators coded each response. In some instances, respondents cited multiple advantages and/or disadvantages, so the total number of units coded was 954 (553 advantages, 401 disadvantages). Investigators worked together to determine a mutually acceptable coding category for all responses, save seven that were of unique nature and could not be categorized. Tables 3 and 4 provide the frequencies in which each category was cited.

Table 3. Frequencies of Advantage Categories

Category	No. of Mentions	% of Respondents
Speed	209	54.4
Access	115	29.9
Targeted	68	17.7
Management	36	9.4
Content	33	8.6
Cost	26	6.8
Feedback	22	5.7
Ease	18	4.7
Students	17	4.4
Credibility	8	2.1

Note: One response was unique in nature and could not be coded based on the established categories.

Table 4. Frequencies of Disadvantage Categories

Category	No. of Mentions	% of Respondents
Credibility	125	34.6
Control	100	27.7
Speed	51	14.1
Workload	42	11.6
Access	34	9.4
Reaction	31	8.6
Demand	25	6.9
Cooperation	9	2.5
Legal	4	1.1

Note: Six responses were unique in nature and could not be coded based on the established categories.

The following sections elaborate on the categories and include examples of some of the comments associated with each.

ADVANTAGES

Speed (54.4% of respondents): The instantaneous nature of social media communication was the most commonly cited advantage. One respondent working at the associate/assistant level at a NCAA I institution observed, “It is a quick way to disseminate information to people that may not be viewing your athletics website. With the rise of mobile viewership and usage, disseminating information through social media is a key component in connecting with people that have a vested interested in your school.” Another working in a similar position offered, “Social media provides the chance to have instantaneous communication with various audiences, most of which in the past we would have had to wait for the media to cover.” Yet another offered that such speed is critical when it is necessary to “respond to criticism or misinformation.”

Access (29.9% of respondents): Numerous respondents used the term “reach” when describing the key advantages of social media. A graduate assistant from a NCAA III institution summarized this advantage in this way, “Developing/strengthening our organization’s (or our athletic department’s) relationship with current/former/potential students, alumni, friends, family members and media; Reaching people and media members who may not visit our website or campus on a regular basis.” A director at the community college level observed, “With traditional media shrinking and coverage of small colleges scant, social media combines with university websites to create coverage and reach audiences that were previously inaccessible.” Another professional working at the associate/assistant level at a NCAA I school cited the opportunity for “consistent communication with fans.”

Targeted (17.7% of respondents): The ability to target particular audiences, whether they are students, alumni or avid fans, was another commonly cited advantage. A director at a NCAA II school stated, “The people that check these items have a direct and expressed interest in your organization.” A graduate assistant at a NCAA III college took it a step further. “Key influencers are on social media and will pass along information that they find relevant. Additionally, these people have opinions that influence others and if they are on your side, they can be very beneficial to your organization.” A director at a NCAA I institution concluded, “By now, social media are so wholly integrated into an organization’s communications platform that audiences are accustomed to using them. To ignore social media would be foolish.”

Management (9.4% of respondents): The ability to bypass media gatekeepers and communicate directly with key audiences was another frequently cited advantage. A director at a NCAA I school characterized this as a “first-person voice instead of third-person interpretation” that “creates community and engagement across audiences that carry the same interest.” Another director at a NCAA I institution described social media communication as being “a more trusted and less corporate voice than what comes from a professional PR office.”

Content (8.6% of respondents): In discussing the various aspects of the content shared via social media, respondents touched on several characteristics from its timeliness to its accuracy to its brevity. A respondent working in an associate/assistant position at a NCAA III school also emphasized interactivity. “Many mainstream media sources seem to be more open to looking at links to videos, stories, etc., that are posted on social media. Social media as a whole is more interactive than any other means of getting our stories out that we’ve had in the past.” Several others noted the advantage of social media communication driving audiences to websites or other forms of organizational communication.

Cost (6.8% of respondents): None of the respondents offered detailed comment regarding this advantage. The terms “cheap,” “cost effective” and “free” were frequently cited, however.

Feedback (5.7% of respondents): A number of answers included the term “interactive.” A director at a non-NCAA institution described the advantage as “the ability to carry on conversations in real time and receive feedback almost immediately.” An associate/assistant director at a NCAA I school also described the way social media “makes feedback less anonymous. You can put a face (on it), and people tend to temper their criticisms with their name next to a comment.”

Ease (4.7% of respondents): Several answers touched on the ease of social media usage by both communicators and members of their audiences. Speaking from the communicator’s perspective, a director at a NCAA III institution said, “I have found social media to be quite easy to use as I usually link the stories I publish on the web to Facebook and Twitter. Preparing video for YouTube is more time intensive.”

Students (4.4% of respondents): Enough respondents specifically mentioned the advantage of reaching students via social media for the subject to warrant its own category. A director at a NCAA I school wrote, “Young people are more reliant on getting their information from social media. Attention spans have decreased so short, social media bursts help in getting your general message out to a broad based group. Interested fans will dig deeper to get more information but many times the young people only want a headline or quick fact.”

Credibility (2.1% of respondents): Several respondents discussed source credibility and its impact on organizational transparency. An associate/assistant director at a NCAA I institution opined, “It allows greater proximity to what previously might be perceived as a closed off entity. I think it helps in transparency to the general public as well.”

DISADVANTAGES

Credibility (34.6% of respondents): Multiple respondents cited public skepticism about social media communication. One professional, working at a non-NCAA institution and whose title fell in the “other” category, observed, “There is still a level of trust to be gained by social media. Even with official social media or corporate mainstream media, the public would sooner get the information from a historically trusted third party source and a traditional mainstream media source than from the social media world. There are fewer systems of checks and balances in social media - no editors in most cases - which makes mainstream media a more trusted medium.” Other respondents noted the issue is exacerbated because of the volume of communication disseminated by organizational representatives (e.g., coaches, student-athletes). When mistakes are made, it is impossible to completely delete the information and difficult to secure similar levels of public interest in corrections or clarifications.

Control (27.7% of respondents): Numerous respondents expressed concern about the inability to control the information being posted about their programs by other social media users. Many within the public do not adhere to journalistic standards, and some have questionable motives. As one respondent working at a NCAA I institution observed, “The cloak of anonymity allows too much irresponsible behavior.” Further complicating the issue of message control is how social media has changed the way professional journalists report information. A respondent working in an associate/assistant position at a NCAA I institution opined, “Any rumor gets tweeted or posted and everyone thinks it’s the truth! No one checks their sources for accuracy. Now it’s all about which reporter gets a tweet out first regardless of whether the facts are correct or not.”

Speed (14.1% of respondents): The instantaneous nature of social media communication is also a complicating factor, and the challenge is twofold. Many college athletic communicators feel a sense of urgency about their own communication efforts. A director-level respondent from a non-NCAA institution observed, “The message gets out fast, but if you make mistakes, that message gets out faster. It has drastically changed the pace at which it is acceptable to produce information.” The other part of the challenge is in monitoring an environment in which issues spring up quickly. A director at a NCAA I university noted, “The information is so quickly disseminated that you can easily get into a situation where you are perpetually reacting to social media reports instead of driving your own news.”

Workload (11.6% of respondents): While social media communication may be important and valuable, a number of respondents noted that it has added to their workload. A respondent at a NCAA III institution wrote, “If I spent the day just checking my athletes’ Facebook and Twitter pages, that would be my day. There are so many different social media outlets it is impossible for athletic departments to monitor all of this information especially if you don’t have time, manpower or resources. It has also added responsibilities and time to my job taking me away from other tasks I would normally work on. Plus it makes your job 24/7.” The problem is particularly pronounced at smaller schools with fewer resources. As the director at another NCAA III program wrote, “In a one person office, these new ‘time savers’ are killer.”

Access (9.4% of respondents): A number of respondents expressed concern that social media communication fails to reach significant segments of their fan base, especially older adults who are sometimes their most avid supporters. An associate/assistant director at a NCAA II program, observed, “(Social media) leave out those who don’t use social media at all; constantly moving a ‘stream’ of news/events in social media can cause (the) message to be missed by those who aren’t power users.” A director at a NCAA III school added, “(I)t can be too easy to say ‘it’s on Facebook, and everyone is on Facebook’ - they’re not.”

Reaction (8.6% of respondents): While lack of control was a general concern, respondents expressed more specific worry about negative and sometimes damaging feedback coming to their organizations and representatives. An associate/assistant-level director at a NCAA I institution elaborated as follows, “We are allowing fans an even greater voice and enabling them to share their discontent, spread rumors and feel even more entitled to expect they are in charge of the organization or can impact change via social media. We’ve given them a lot of power and access, and I don’t think that always is a good thing.”

Demand (6.9% of respondents): Audience expectations were also a concern, as several respondents characterized the demand as being “24/7.” A graduate assistant at a NCAA II program wrote, “Public expects EVERYTHING to be available for their knowledge ASAP.” As a result, many in the field are faced with difficult decisions regarding how much information to disclose. One respondent working at a NCAA I institution observed, “The issue is how transparent you want to be. Even if you are doing a blog or live chat you are still responsible for what you type. So, you still are limited by your job, as to how transparent you can be.”

Cooperation (2.5% of respondents): Several respondents noted that coaches and student-athletes sometimes fall short of representing their programs in the best light possible when communicating via social media. An associate/assistant-level director at a NCAA I university observed, "The primary disadvantage that I see is student-athletes' Twitter accounts and such being made public and therefore fans and opposing fans having access to his or her information." Another respondent from a NCAA I program commented, "Lots of staff (and student-athletes) tend to get involved without understanding the PR impact of their statements."

Legal (0.8% of respondents). A few respondents cited legal concerns with the distribution of private information and copyright issues being specifically mentioned.

The survey did not directly ask respondents to weigh the advantages of social media usage against the disadvantages. However, most respondents (81%) agreed or strongly agreed that social media have enhanced the practice of PR (Stoldt, 2012). Further, a strong majority (88%) agreed or strongly agreed that social media offer organizations a low-cost way to develop relationships with members of various strategic publics. Based on these findings, we conclude that in spite of the numerous challenges associated with social media, the majority of CoSIDA members believe the advantages realized result in a net benefit for their organizations.

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CoSIDA ANNUAL MEMBERSHIP, CONVENTION 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



Fiesta Bowl

The Fiesta Bowl salutes the media professionals of CoSIDA.

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. 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) or CoSIDA Executive Director John Humenik (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) or Barb Kowal, CoSIDA's Director of External Affairs (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
Nomination Deadline	6 p.m. ET Tues. Oct. 16	6 p.m. ET Tues. Oct. 23	6 p.m. ET Tues. Oct. 23	6 p.m. ET Tues. Jan. 15	6 p.m. ET Tues. April 16	6 p.m. ET Tues. April 30	6 p.m. ET Tues. May 14
DCs Finalize Ballots	Fri. Oct. 19	Fri. Oct. 26	Fri. Oct. 26	Fri. Jan. 18	Fri. April 19	Fri. May 3	Fri. May 17
District Voting Deadline	6 p.m. ET Tues. Oct. 30	6 p.m. ET Tues. Nov. 6	6 p.m. ET Tues. Nov. 6	6 p.m. ET Tues. Jan. 29	6 p.m. ET Tues. April 30	6 p.m. ET Tues. May 14	6 p.m. ET Tues. May 28
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	6 p.m. ET Tues. Nov. 13	6 p.m. ET Tues. Nov. 20	6 p.m. ET Tues. Nov. 20	6 p.m. ET Tues. Feb. 12	6 p.m. ET Tues. May 14	6 p.m. ET Tues. May 28	6 p.m. ET Tues. June 11
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)	noon ET M. Nov. 26 (C) T. Nov. 27 (3) W. Nov. 28 (2) Th. Nov. 29 (1)	noon ET M. Dec. 3 (C) T. Dec. 4 (3) W. Dec. 5 (2) Th. Dec. 6 (1)	noon ET M. Dec. 10 (C) T. Dec. 11 (3) W. Dec. 12 (2) Th. Dec. 13 (1)	noon ET M. Feb. 18 (C) T. Feb. 19 (3) W. Feb. 20 (2) Th. Feb. 21 (1)	noon ET 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	noon ET M. June 3 (C) T. June 4 (3) W. June 5 (2) Th. June 6 (1)	noon ET 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

**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
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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, 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] and Mark Beckenbach, Ohio Wesleyan [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] 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] 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]

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] 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] 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

Office	Name	Office Phone	Email
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At-Large Representative	Ed Hill Howard	(202) 806-7184	ehill1950@aol.com
At-Large Representative	Kent Brown Illinois	(217) 244-6533	kwbrown3@illinois.edu
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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
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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
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Director of External Affairs	Barb Kowal	(512) 739-1234	barbkowal@cosida.com
Director of Internal Operations	Will Roleson	(317) 490-2905	willroleson@cosida.com