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**NCAA**

# 2013 CoSIDA

## SEPTEMBER E-DIGEST



### Table of Contents . . .

#### CoSIDA NEWS

CoSIDA news update .....	6
Wohlhueters enjoy trip to Wimbledon.....	7
Langston Rogers joins Mississippi Sports Hall of Fame.....	10
Pittsburgh names fields in honor of Beano Cook .....	12
Jeff Hodges joins UNA Athletic Hall of Fame.....	14
Mississippi College SID office receives conference award .....	16
Five questions with Aaron DeWall of Georgia Tech.....	18-19
Q&A with Wisconsin's Justin Doherty.....	20-21
2013-14 Capital One Academic All-America® schedule .....	24
SCRA Roundtable on student-athletes and social media.....	25-29
Be careful spreading your crisis management message.....	30
7 tips for making your content mobile.....	31
Nomination information for 2014 Special Awards.....	32
All-Time CoSIDA presidents .....	35
CoSIDA Board contact information.....	36

### Supporting CoSIDA >

• Allstate Sugar Bowl .....	11
• ASAP Sports .....	20
• Capital One.....	2
• CBS Sports Network/Stat Crew ...	20
• CoSIDA's "Service Providers".....	9
• DGD Communications.....	20
• ESPN .....	23
• Fiesta Bowl.....	13
• Fox Sports .....	15
• Heisman Trophy.....	8
• NBA .....	17
• NCAA .....	3
• NewTek .....	17
• NFL.....	15
• Populous .....	13
• Rose Bowl Game .....	22
• SIDEARM Sports.....	5
• Sports Systems.....	11
• Turner Sports .....	13
• XOS Digital.....	8



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## Welcome to the Board . . . CoSIDA BOARD OF DIRECTORS ADDS THREE NEW MEMBERS

The CoSIDA Board of Directors added three new members for 2013-14, including one new addition to the officer's rotation. Two new At-Large Representatives were added in Chris Masters of Notre Dame and Chevonne Mansfield of the Southeastern Conference. Dave Walters and Steve Flegel, who had filled out previously vacated terms, were elected to their own three-year term as a College Division Representatives. The final addition is Andy Seeley of UCF as Third Vice President.



ANDY SEELEY  
UCF



CHEVONNE MANSFIELD  
Southeastern Conference



CHRIS MASTERS  
Notre Dame

## Nominate for Special Awards. . . CoSIDA AWARDS PROCESS OPEN, DEADLINE JANUARY 31, 2014

Nominations for CoSIDA's annual Special Awards are now accepted year-round at [www.cosida.com](http://www.cosida.com). The deadline for CoSIDA members to nominate for the awards that will be presented at the 2014 CoSIDA Convention in Orlando, Fla., is Jan. 31, 2014.

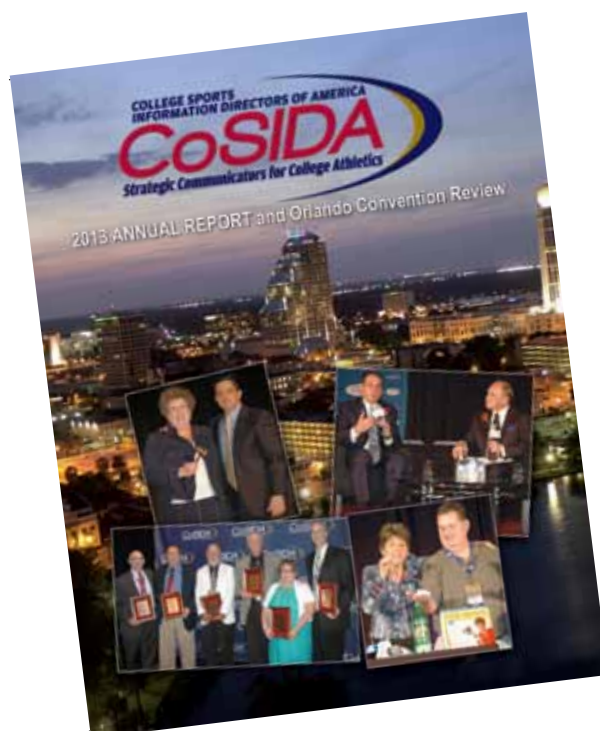
Any nomination after January 31 will be considered for 2014-15 Special Awards.

To nominate, go to [www.cosida.com](http://www.cosida.com). Under the Membership drop down menu, go to Special Awards Online Nomination/Voting and login.

Descriptions of each of CoSIDA's Special Awards is available on page 32.

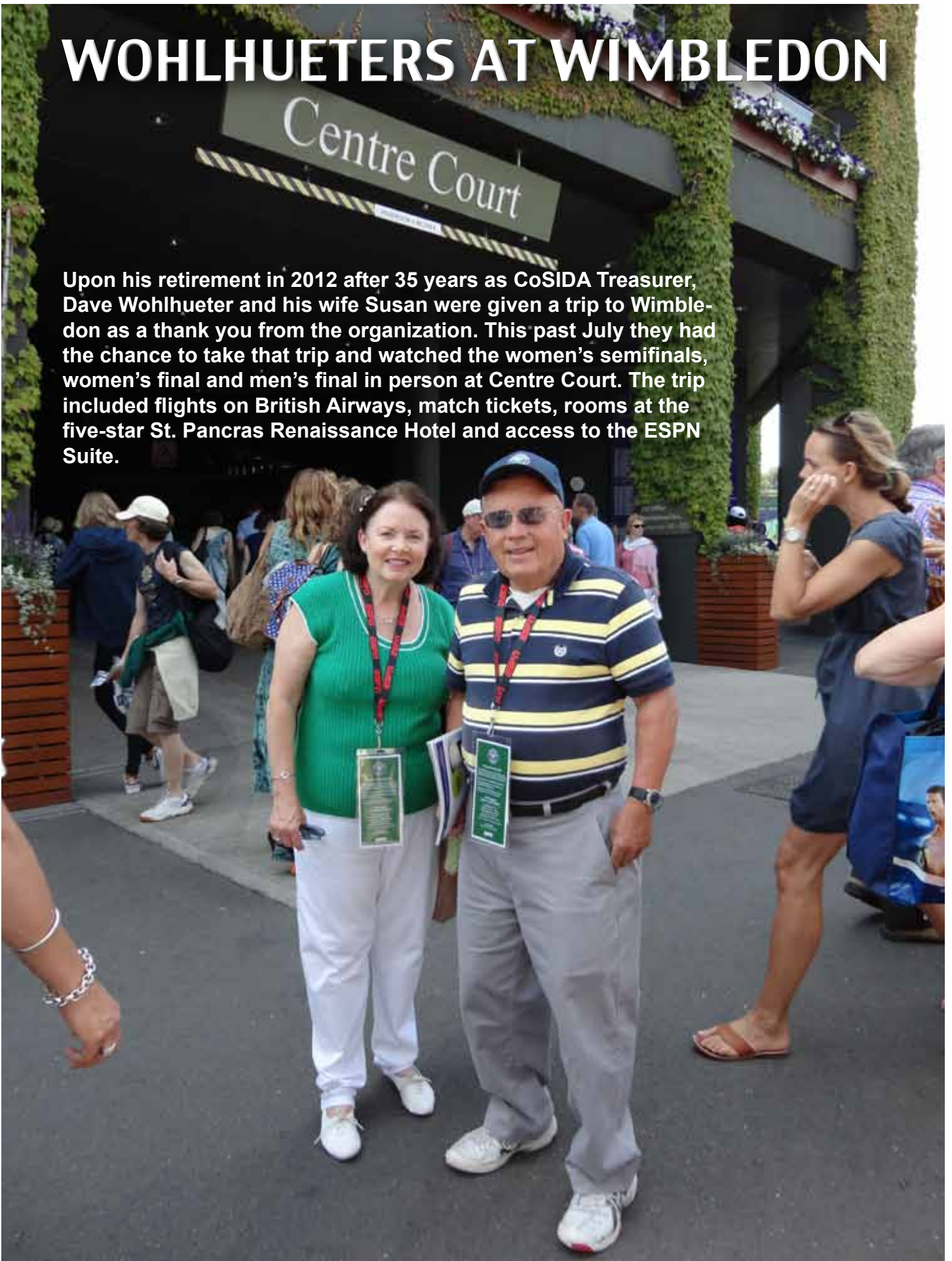
## CoSIDA Members. . . THE 2013 ANNUAL REPORT IS COMING

The 2013 CoSIDA Annual Report will soon be in the mail box of each paid member for 2013-14. The 72-page publication contains a complete review of the 2013 Orlando Convention, a look back at the 2012-13 publications and writing contests, a financial review for the previous year, a look ahead to 2013-14, a complete history of CoSIDA's award winners, an updated Constitution and much more.



# WOHLHUETERS AT WIMBLEDON

Upon his retirement in 2012 after 35 years as CoSIDA Treasurer, Dave Wohlhueter and his wife Susan were given a trip to Wimbledon as a thank you from the organization. This past July they had the chance to take that trip and watched the women's semifinals, women's final and men's final in person at Centre Court. The trip included flights on British Airways, match tickets, rooms at the five-star St. Pancras Renaissance Hotel and access to the ESPN Suite.





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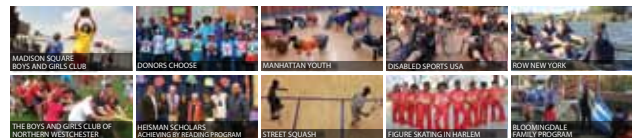
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### HEISMAN HUMANITARIANS



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

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

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



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# LANGSTON ROGERS

## CoSIDA Hall of Famer and retired Ole Miss athletics PR leader to enter Mississippi Sports Hall of Fame

*Feature courtesy of Mississippi Sports Hall of Fame*

Langston Rogers, who has won virtually every award and honor a sports information director can win, added another honor to his list in August when he was inducted into the Mississippi Sports Hall of Fame.

This will be Rogers' sixth Hall of Fame honor, following induction into the College Sports Information Directors of America (CoSIDA) Hall of Fame in 1990, the Mississippi Sports Writers Association Hall of Fame in 1997, the Delta State University Alumni Hall of Fame in 2008, the East Mississippi Community College Sports Hall of Fame in 2010 and the Ole Miss Athletics Hall of Fame in 2012.

A native of Calhoun City, Rogers becomes the third sports information director in the Mississippi Sports Hall of Fame following Bob Hartley of Mississippi State and Ace Cleveland of Southern Miss.

Rogers became the youngest president in history of CoSIDA in 1980 at the age of 36 (Note: he was nominated as incoming president while at Delta State and served his term while at Ole Miss). In 2001, he received the Arch Ward Award, presented annually to a CoSIDA member who has made outstanding contributions to the field of college sports information. It is the highest award presented to a university-division member of that national organization.

Orphaned as a toddler and raised by grandparents, Rogers learned the value of hard work at an early age. His first job was sweeping the floors in the newsroom of the Calhoun City Monitor-Herald at the age of 6. He had his first newspaper byline at age 9.

He played all sports in high school, going both ways as a halfback and defensive back for a Calhoun City team that won a conference championship. The legendary Hall of Fame coach Bull Sullivan then gave him a scholarship to East Mississippi Community College where he was a football manager, student sports information director, baseball player and Sullivan's right-hand man.

From there, he moved to Delta State in similar capacities, manager for Horace McCool's football team, a player on Boo Ferriss's baseball team and eventually as a student assistant in sports information.

Upon graduation he became Delta State's full-time sports information director. He was in that capacity when Hall of Famer Margaret Wade's Delta State Lady Statesmen won three straight national championships, playing before full houses all over the country.

Rogers made national media contacts then that would serve him well years later when he moved to Ole Miss and helped promote several Rebels to All-America honors.



Said Boo Ferriss, whom Rogers considers a father figure, "They don't come any better or work any harder than Langston Rogers."

In July of 2008, Rogers received the Trailblazer Award from CoSIDA, presented annually to an individual who is a pioneer in the field of sports information and who has mentored and helped improve the level of ethnic and gender diversity within CoSIDA. In 2010, he was also honored by CoSIDA with its Lifetime Achievement Award and with the naming of the Langston Rogers Postgraduate Scholarship, a \$5,000 annual scholarship presented to a minority or female athletics public relations professional.

At Ole Miss, Rogers worked through a revolving door of five chancellors, five athletic directors (including interims) and seven head football coaches. At Ole Miss, he was the one constant, and, what's more he was the recognized as the best in the nation at what he did.

Said close Rogers friend Archie Manning, "I'm not sure you ever appreciate your sports information director enough – he may be one of the least-appreciated people at a university. Langston's job has been more than just handling what's coming up. He has great vision. He's always hustling."

Rogers quickly will tell anyone he has benefited from his association with some of the greatest names in Mississippi sports: among them Hall of Famers Sullivan, Ferriss, Wade, Manning, Johnny Vaught, Jake Gibbs and Warner Alford, who hired him at Ole Miss.

Now he has joined them, deservedly so.

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# BEANO COOK

## Honored by University of Pittsburgh

*By Zach Barnett*

There was a time when college football was not as popular as it is today. Instead of the Saturday smorgasbords we are treated to on a weekly basis, there was one televised game a week. No matter who was playing, you watched what the network showed and liked it.

Many people deserve credit for the evolution of college football's popularity, and at the top of that list is Beano Cook. Cook got his start in the business as the sports information director at the University of Pittsburgh from 1956 to 1966. From there, he moved to New York to publicize college football on ABC and CBS. It was his foresight and knowledge of the game that convinced ABC network executives to move the 1969 Texas-Arkansas game from October to December 6. The move paid off fabulously for ABC, as a nationwide audience watched the top-ranked Longhorns defeat No. 2 Arkansas 15-14 in one of college football's first Games of the Century.

Cook moved in front of the camera in 1982 for ABC and then later transitioned to ESPN, where he most recently co-hosted ESPN's College Football Podcast with Ivan Maisel. Born in 1931 and known for a wit quicker than DeAnthony Thomas, Cook waged a lifetime war against baseball. Those two facts collided in 1981 when, upon news that Major League Baseball commissioner Bowie Kuhn would give recently released American hostages lifetime MLB passes upon their return from Iran, Cook retorted, "Haven't they suffered enough?"

Cook passed away Oct. 11, 2012, and gave all of his 81 years, save for a two-year tour of duty in the U.S. Army, to the betterment of college football. Now, his alma mater is giving back to his memory.

On Day 1 of fall camp, the football program released the photo (above right).

It's hard to imagine another FBS program naming its practice fields after a sports information director but, then again, it's hard to imagine a sports information director as deserving as Beano Cook.





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## JEFF HODGES

### UNA Athletic Hall of Fame to induct SID

The twenty-fourth class of inductees for the University of North Alabama Athletic Hall of Fame has been selected and includes former Lion tennis player and longtime sports information director Jeff Hodges

In addition to Hodges, the UNA Athletic Hall of Fame Class of 2013 includes former baseball All-Americans Douglas Hargett and Josh Willingham, basketball standout Ricky Johnson, football All-American Harvey Summerhill and volleyball All-American Nesrin Seckin.

The group will be formally inducted into the UNA Athletic Hall of Fame in a ceremony at 9 a.m. on Saturday, October 12 as part of UNA's 2013 Homecoming celebration.

Following its creation in 1990, the UNA Athletic Hall of Fame inducted four members each year through 2005. Beginning in 2006, that number was expanded to six, and this year will mark the eighth year with six honorees.

Hodges, a Decatur, Ala., native, is in his 30th year as sports information director at UNA, where he has helped promote five national championship teams, hundreds of all conference and All-American student-athletes, two Harlon Hill Trophy winners, and worked at both the Summer and Winter Olympic Games.

A 1982 graduate of UNA with a B.S. degree in Journalism and History, Hodges was a two-year letterman on the Lions' tennis teams, and played No. 5 singles and No. 3 doubles on the 1981 Gulf South Conference championship tennis squad. He worked two years as a student assistant in the Office of University Relations at UNA and worked for six months as a sports writer at the Florence Times Daily newspaper before being hired as the first full-time SID at UNA in July of 1983.

In July of 1997 he was honored by the College Sports Information Directors of America as the 1997 recipient of the Warren Berg Award, presented annually to a college division member who has made an outstanding contribution to the field of college sports information, and, who by his or her activities outside the field, has brought dignity and prestige to the profession. In addition, Hodges was also inducted into the CoSIDA Hall of Fame in 1997.

He was honored by UNA with the Faculty/Staff Alumni Service Award in 1994 and as Alumni of the Year for 2001.

In 2008 he received the Scoop Hudgins Outstanding SID Award from the All-American Football Foundation. The award is presented to athletic media relations professionals who have done outstanding work to promote collegiate football. In 2009 he received a 25-Year Award from the College Sports Information Directors of America for a quarter century of service to the sports information profession.



In February of 2002 he served as Venue Press Chief for Ski Jumping at Utah Olympic Park at the Olympic Winter Games in Salt Lake City. Hodges was also the Venue Press Chief at the 2001 U.S. Nordic Ski Festival in Park City, Utah. At the 1996 Centennial Olympic Games in Atlanta, Hodges served as Venue Press Chief for volleyball at the Omni, where he supervised all press operations for both the men and women's volleyball competition.

Hodges had previously served as press officer for the U.S. Olympic Committee at the 1987 U.S. Olympic Festival in North Carolina, the 1993 U.S. Olympic Festival in San Antonio, Texas, and the XVII Olympic Winter Games in Lillehammer, Norway in 1994.

He has served as media coordinator for the NCAA Division II Football Championship Game since 1986 and is on the Board of Directors of the Shoals National Championship Committee, which sponsors the game. For the last 27 years he has also served as chairman of the National Harlon Hill Award Committee, which presents the annual NCAA Division II College Football Player of the Year trophy. In 1999 he created the Division II Football Hall of Fame and also serves as its chairman.

In 1995 he successfully promoted the first defensive player to win the Hill Trophy in the award's history, in UNA linebacker Ronald McKinnon. Then in 2003, Hodges promoted UNA's second Hill Trophy winner in quarterback Will Hall.

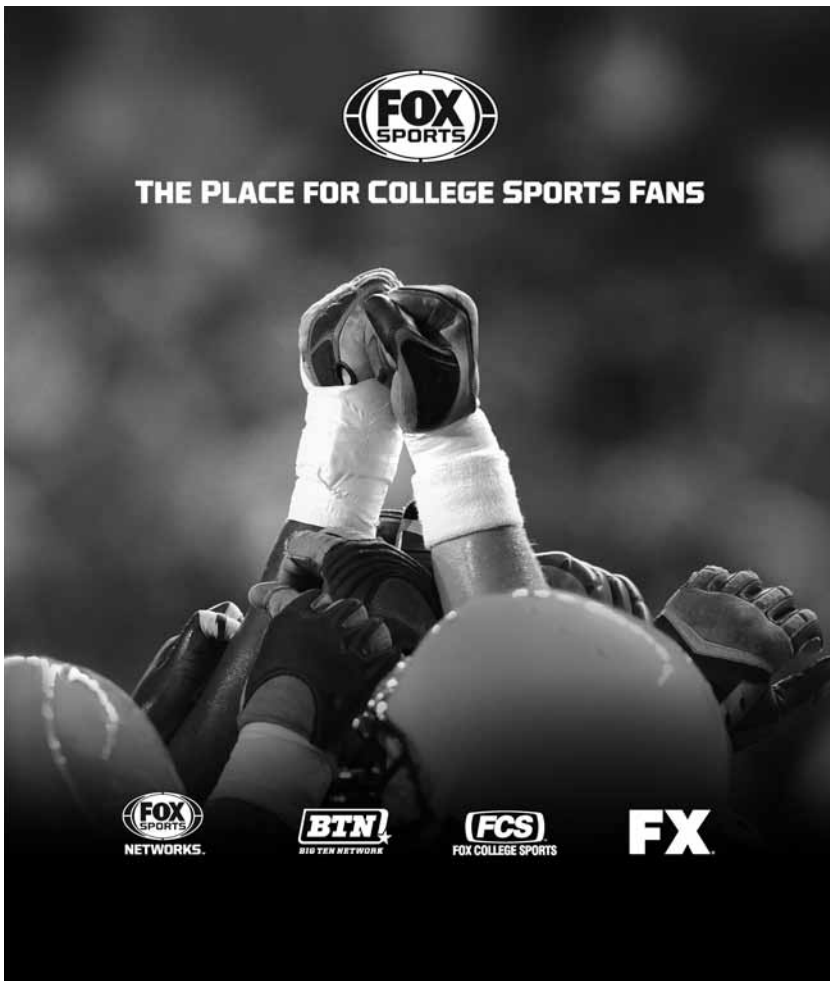
During Hodges time at North Alabama, the school's athletic publications have received more than 80 national awards from CoSIDA, including 25 "Best in the Nation" awards. In 1995 Hodges was appointed to the Honors Court (selection committee) of the College Football Hall of Fame, and in 2009 he was placed on the selection committee for the College Baseball Hall of Fame.

Among his numerous involvements within CoSIDA, Hodges is currently the CoSIDA Secretary and has served 14 years on the CoSIDA Board of Directors.

In addition to his other duties at UNA, Hodges is chairman of the school's Athletic Hall of Fame and has hosted 52 NCAA Division II playoff games, including 27 Championship Games, in addition to the 2011 NCAA Division II Men's Golf Championship and 10 other NCAA regional events in basketball, baseball, volleyball, golf and women's basketball.



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# MISSISSIPPI COLLEGE

## American Southwest Conference Sports Information Department of the Year

Mississippi College was voted by its peers as the winner of the American Southwest Conference Sports Information Department of the Year award for the 2012-13 academic season. MC was honored on August 5 during the annual ASC SID meeting at the DoubleTree by Hilton Hotel Dallas.

Mississippi College's sports information director is David Nichols (right), who has served in that capacity for the past three years. Nichols received assistance from graduate assistant Whitney Vance, director of broadcasting Reid Vance, photographer Aaron Boersma and student-assistant Brandon Spain during the 2012-13 year.

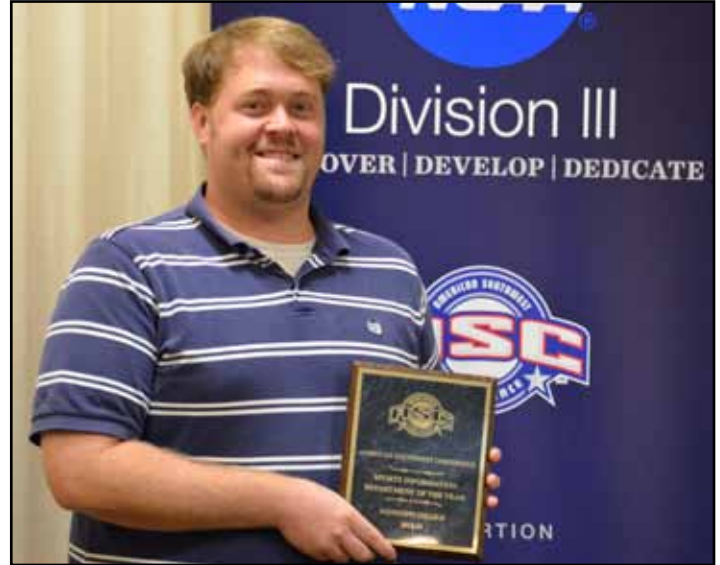
Nichols, a Collierville, Tenn., native, received his bachelor's degree in 2006 and master's degree in 2008 – both in business administration from Mississippi College. He worked as a graduate assistant in the Choctaws' athletic department from 2006 to 2010. Nichols, who works with all of MC's 15 sports, oversees all game-day media operations, manages press boxes at home events and coordinates the production of media guides and game programs. He also runs MC's athletic website, [www.gochoctaws.com](http://www.gochoctaws.com), and handles all social media outlets.

Nichols is an active member in College of Sports Information Directors of America (CoSIDA) and is a national Top 25 voter for women's basketball. He served as chair of the ASC Sports Information Directors for the 2010-11 academic year.

"It gives me great pleasure that the ASC recognizes the efforts of David Nichols," Mississippi College Athletic Director Mike Jones said. "David and his staff work tirelessly to promote MC athletics and our student-athletes. They have raised our Sports Information Department to the highest level."

In 2012-13, Nichols and his staff handled the media duties for the ASC Cross Country Championships and ASC Men's Soccer Championship. He provided coverage for 10 ASC tournament-qualifying teams, two conference title squads, two NCAA tournament participants and two all-Americans.

The ASC Sports Information Department of the Year award is presented by following voting by the membership's SID's. All departments are eligible for the honor. The 2012-13 award is the fifth in the history of the NCAA Division III league. Texas Lutheran (Tim Clark and Patrick Zarate) took the inaugural honor in 2008-09, followed by Mary Hardin-



Baylor (Jon Wallin), Hardin-Simmons (Chad Grubbs) and The University of Texas at Dallas (Bruce Unrue and Dave Wester).

### ALL-TIME ASC SPORTS INFORMATION DEPARTMENT OF THE YEAR WINNERS

Academic Year	School (Staff)
2012-13	Mississippi College (David Nichols)
2011-12	The University of Texas at Dallas (Bruce Unrue, Dave Wester)
2010-11	Hardin-Simmons University (Chad Grubbs)
2009-10	University of Mary Hardin-Baylor (Jon Wallin)
2008-09	Texas Lutheran University (Tim Clark, Patrick Zarate)



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# FIVE

## *Questions . . .*

### *With Aaron DeWall*

*Graphics and Digital Publications Coordinator, Georgia Tech 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 started out working in a local TV news sports department in college. They got me a job in the media relations office my senior year at Fresno State. After my one year as a student writer, I got an internship at Florida. From there I got my first full-time job at Nevada and after almost 10 years, I moved on to my current position at Georgia Tech.

I've been lucky to work with some amazing people in the business all over the country and at all levels. Unfortunately, a lot of them are no longer in the business. At Fresno State I got a great start in the business working under Steve Weakland and Jake Bragonier. Working with John Humenik at Florida was also amazing, as well as some of the other members of that office such as Mary Howard, Kathy Cafazzo, Greg Hotchkiss and Matt Ciciarelli. Having been at Nevada was incredible, as I got to learn from so many people from all areas of the department and Tech has just taken that to a whole new level as well. I apologize to all the amazing people that I can't even list everyone here. Everyone I have worked with has given me something to learn from, from supervisors, to co-workers and even the awesome students and interns that have worked under me.



**2.** *You're highly regarded for your design and brand management skills. What advice would you give to SIDs who are trying to help their institutions manage their brand but don't have a graphic standards manual and are working with staff members not familiar with brand management?*

I think the key to any successful brand management strategy is first to have one. If your school doesn't, then it's your job to create one. Look at your department, teams and image and evaluate where you stand and where you want to be. There are so many factors that can dictate a design strategy for a school. At Tech, we are very focused on modern, clean looks that feed to the "Tech-y" type concept. At Nevada, being the Wolf Pack gave us the opportunity to define it by the live animal nickname.

Whatever you do, you just need to come up with a plan from look, colors, all the way down to what fonts should be used in specific cases. Be as specific as possible. I think the biggest problem we all have everywhere is keeping our internal units under control. Variety is great, but consistency feeds the strength of a brand. It's our job as experienced communicators to know that, and teach those we work with as well. Set the rules, and work with everyone in your department to follow those rules. Problem coaches or staff members might need a little extra work, but just keep at it and remember you're all on the same team.

**3. How do you balance the desire for lots of video, large photos and graphics on a website with concerns about losing users because of slow download times? In other words, form vs. function, what takes priority in effective design? Similarly, how do you balance the need to appeal to multiple constituencies—recruits, fans, media? What takes priority?**

I think this idea of form vs. function carries through to a number of opportunities in design. Good design doesn't need to be elaborate. Always balance the delivery medium with the purpose and function of the final piece. A great design can still be simple. Lots of big graphics can be cool, but not always necessary and can cause problems if the function is lost. Know what needs to be done at the end of the project and make sure that everything you're doing is working to an effective goal. I think a lot of us get caught up in very specific ideas of a look and forget that sometimes. Look at easy ways to simplify and to streamline. Instead of some crazy background with all kinds of big graphics, use just a simple colored background with a simple set of lighting changes. Let the main photos or video stand out and cut the file size in easy ways like that. The more art you add, the more size you add, so sometimes add less.

(Regarding targeting multiple constituencies) I think all of us in athletics has this problem. It's what makes it interesting for us. So many other marketing professionals don't have this problem. Others can focus their messages to specific outlets, we don't have that luxury. It's what's interesting, but also why it seems like we get to put up with so much more flack for all we do. One thing can't really please everybody, but we have to find a way to make that work.

Be specific about what results you want and who you want to reach. Also, what medium are you using? A print newspaper ad will most likely only be seen by an older cross-section than something on Twitter. Use all those mediums, but taper your message for whom it will be most seen. That's one way to get around those issues.

I also think we need to help support our coaches more and really keep in mind the recruits. It doesn't mean we all start going to our coaches and doing every little extra thing they want, that's not necessarily going to work. What I think a lot of people forget is how almost everything we already do, whether it is for recruiting or not, will somehow affect recruiting. Every ad, guide, infographic, Facebook post, all leave lasting impressions on the high school kids that our coaches need to build better teams. Any unintentional slight to one team over another can have a ripple effect that wreaks havoc on a coach and their program.

**4. What's the most common design flaw you see when you look at other schools' publications and websites? You don't have to name names!**

I am a constant student of design. I have self-taught myself by consuming design from any source I can and applying to the designs I do. There also is a lot of quality learning that can come from what NOT to do as well. I think a lot of design mistakes come from working in a vacuum. Doing design with complete disregard for what trends are going on around you can be a bad idea. It's a balancing act, though. Recognize good concepts as they arise, and don't just jump on trends. You don't want to be seen as an antique for missing out on what's current, but you don't want to be doing the Harlem Shake anymore either.

I think sometimes people try a little too hard to copy something exactly, maybe without the skill set to accomplish it. Use a good idea as inspiration, but not as a copy. If a movie poster looks cool, apply the design concepts, but not necessarily a fake theme. Recreate a cool movie poster for your team, but don't just take the name of a movie, change one word to soccer and then force the design. It can make a good idea go so, so wrong.

Good design can be easy, if you just stick to what you know and make it good. Random Photoshop effects aren't always the way to go, unless they're an effective part of an overall strong design. Study good design and artistic concepts, not just Photoshop effects.

To stay current I try and keep my ears to the ground, in all fields, not just athletics. I like to keep my eye on what the fields of entertainment and technology are doing and producing. I do the same thing when trying to come up with design ideas. When looking for a poster concept for example, I look at movies, video game magazines, entertainment magazines especially. It is from these sources that a lot of innovation comes, mainly because of how important it is to their businesses. I always look to them and try to apply it to athletics.

**5. What's the most gratifying aspect of your work?**

I think I love what most of us love about athletics. I get to come in every day and work to promote some of the most amazing collections of young people our community produces. In addition to that, being a very artistic person, I love being able to work with my creativity and have an ongoing artistic outlet every day. I can take those creative expressions and produce elements of historical importance. In my job I get to create keepsakes that exist to people all their lives, as well as other elements like doing a basketball court design for our new arena at Tech. Doing a job that truly makes you fulfilled on so many fronts, is truly gratifying for me. Add that in with bonuses like working with the amazing co-workers I've had in 10-plus years, and being front row for amazing events like helping to host the Final Four this year, what else could I want?

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# Q&A with Justin Doherty, University of Wisconsin Associate AD for External Relations



University of Wisconsin Associate Athletic Director for External Relations Justin Doherty is a former CoSIDA president and was inducted into the CoSIDA Hall of Fame this past June during the 2013 CoSIDA Convention in Orlando. Doherty was recipient of the CoSIDA Arch Ward Award (an annual recognition of the top Division I athletics communication professional) in 2011 and has a legacy of tremendous service to CoSIDA. As a member of the CoSIDA Board of Directors for 10 years, he served as CoSIDA president in 2009-2010 and has been a big proponent of the growth and strategic initiatives of the organization.

The Wisconsin State Journal profiled Doherty in the Q&A below which ran in its "Know Your Madisonian" feature on August 22. You can follow Doherty on Twitter (@JDatWisconsin).

**Read more: Know Your Madisonian: Justin Doherty, by Andy Baggott, Wisconsin State Journal**

Justin Doherty began working in the University of Wisconsin Athletic Department nearly 19 years ago and gradually moved from the periphery of the sports information staff to a front-line administrator.

It's a process defined by a lesson he learned while getting a journalism degree at Michigan State in 1988. Doherty said former Spartans football coach George Perles had a mantra: "Work hard, keep your mouth shut and good things will happen."

"I feel like largely that's what I've tried to do," Doherty said. "I feel that is what has happened to me."

Doherty began at UW as associate sports information director. Now he's the associate athletic director for external relations, a role that involves serving as spokesman for UW Athletics, overseeing communications as well as branding and trademark licensing and serving as liaison to the Big Ten Network. Doherty, 47, also is the administrator for men's basketball and the men's and women's soccer programs.



When UW athletic director Barry Alvarez promoted Doherty to the senior staff in 2011, he offered more advice: "Come in. Do your job."

This year, Doherty was inducted into the College Sports Information Directors of America Hall of Fame. That honor can be

traced to his involvement with the organization – 10 years on the board of directors and one as president – but he also produced numerous award-winning publications for UW and has published four books pertaining to Badgers athletics.

**Q: What's the biggest misconception about the UW Athletic Department?**

A: We're at a university and ultimately we're trying to help student-athletes grow and get a degree and go out into the world and become good representatives of the university and the athletic department. That's really central to so much of what we do. Around that mission are ... financial needs. I guess the bottom line (is) the vast majority of the money generated here goes right back to that mission for the student-athletes. I think sometimes there's a lot of emphasis placed on the financial end of it. There's good reason for that, but also there is a mission, and it's about helping our kids.

**Q: What's the lesson from the Johnny Manziel saga — the Heisman Trophy-winning quarterback from Texas A&M allegedly getting paid to sign autographs in violation of NCAA rules — for someone in your role?**

A: If there are rules in place, then we need to follow the rules. If we want to change the rules, the schools have the power to change them.

**continued on page 22**

**Q: What constitutes a good day for you?**

A: One of the good things about my job is you never know what's going to happen. You can have your to-do list and by 8:30 in the morning it's disappeared, gone up in smoke because something's happened. Somebody got hired. This thing happened nationally, whatever goes on. So many people care about sports in our country and locally about UW Athletics. It's fun to be somewhere where a lot of people care about it. Combine that with the fact that you don't know what's going to happen. I tell people it's never boring.

**Q: Where does being inducted in the CoSIDA Hall of Fame rank on your list of memorable things to happen in your career?**

A: It's high up there. I don't know that that's a thing that anybody puts down as a goal, "I want to get into the Hall of Fame." I think it's a result of Barry's advice. Come in. Do your job. You try to do that and hopefully you do a good job and hopefully, in some cases, people recognize it and that's what's happened.

**Q: If you could trade places with any person in the athletic department, who would it be?**

A: I can tell you whose job I wouldn't want. That would be (compliance director) Katie (Smith). That's an interesting question. I'll say (men's hockey coach) Mike Eaves because I love hockey. I don't think I could do half as good a job as he does, but I love the sport and I think it would be fun just to be around it on a day-to-day basis.



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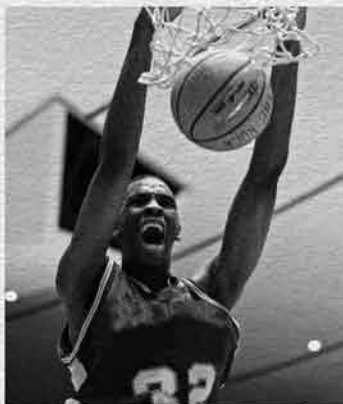
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Program	M/W Soccer	Football	Volleyball	M/W Basketball	Baseball/ Softball	M/W At-Large	Track/Cross Country
Nomination Forms Available	Tues. Oct. 1	Tues. Oct. 8	Tues. Oct. 8	Thu. Jan. 2	Tues. April 1	Tues. April 15	Tues. April 29
<b>Nomination Deadline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

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

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

updated July 8, 2013



## SCRA Roundtable: Should student-athletes be banned from using social media?

Note: This posting is from the Sport Communication Research Alliance (SCRA) and is the first SCRA roundtable discussion. It focuses on the question “Should college coaches ban their athletes from using social media? Why or why not?”.

Those participating in the roundtable include CoSIDA members, sports management professionals and others in the college sports industry. They are:

- Chris Yandle, University of Miami (Fla.) Assistant AD/Communications
- Jeff Kallin, Clemson University Assistant Sports Information Director
- Stephen Dittmore, Ph.D., Univ. of Arkansas Associate Professor, Recreation and Sport Management
- Blair Browning, Ph.D., Baylor University Assistant Professor, Department of Communication
- Andrea Eagleman, Ph.D., senior lecturer at Massey University (New Zealand) and a former faculty member in sport management at IUPUI and Indiana University, among others
- Kevin DeShazo, founder, FieldHouse Media

The SCRA is a consortium of professors, scholars, and practitioners interested in the cultural and technological elements of communication in sports. Founded by Dr. Jimmy Sanderson and Dr. Galen Clavio in 2013, the purpose of the SCRA is to promote the pursuit of knowledge in relation to sport communication, particularly as it relates to social media phenomena and the changing nature of the sport audience.

We are excited to launch yet another new feature on the Sport Communication Research Alliance website, and one that we hope to bring you on a consistent basis. One of the goals of the SCRA is to bring together the best minds in sport communication and social media from both the sport industry and the academic side of sport, to help both parties find common ground on the pressing issues facing sport and communication, and to promote thoughtful approaches to solving these issues.

To that end, we are happy to announce the first SCRA Roundtable. We start with a current issue in the sport communication world, and then we craft a question around that issue. That question is then distributed to a group of industry experts, as well as a group of sport communication scholars. We ask them to respond with about 300-500 words on the topic, based upon their experiences and expertise, and then we present their answers here on the site.

The question for the first SCRA Roundtable focuses on an issue which has become quite divisive in the coverage of college athletics. We posed the following to our two panels of experts:

“Should college coaches ban their athletes from using social media? Why or why not?”

Here’s what they came up with, starting with our industry experts:



**Kevin DeShazo**  
**Founder, Fieldhouse Media**  
**Twitter: @fieldhousemedia**

93% of college athletes are using social media on a daily basis. Facebook, Twitter, Instagram, Snapchat, Ask.fm, Tumblr, LinkedIn. 93%. They are using it to connect with friends and fans, to network for jobs and to build an online

presence. Naturally, some will make mistakes – just like adults on social media do. Mistakes are not a reason to ban it, a route that some coaches choose to take. To justify their decision, coaches throw out words like distraction and dangerous.

A distraction? Players aren't tweeting during practice or games. If they are, the coach has lost control of their team. And where do we draw the line on what constitutes as a distraction? Television, Internet, dating/relationships? What about class? That's time players could spend studying plays or hitting the weight room. Posts from your players can give fans/media/recruits an inside look at your program. It increases your program's visibility. It draws people in.

Dangerous? Social media isn't dangerous. People can use it in a dangerous way, but that's not the fault of social media. If educated on how to use social media well, players will understand the power of social media and the impact of their decisions. Help them understand how to use it in a positive and appropriate way and it becomes a valuable asset in recruiting. Prepare them for success, then trust and expect success from them. To quote Chip Kelly, "If you can't trust your kids on Twitter then you've recruited the wrong kids."

Coaches are paid to win games, that's no secret. Alabama won the BCS National Championship last year, and their players tweet freely. Only 4 of the current Top 25 teams ban their players from Twitter. In basketball, only 1 of the Top 25 teams ban their players – New Mexico (though that will most likely change now that Steve Alford is gone). Social Media doesn't impact wins and losses. Repeat that until it sinks in.

Social media can be the best PR tool your program has, and it's free. Student-athletes are capable of using it and using it well, if we educate them. Banning players from social media won't help your program. All it does is tell your players that while you trust them to make good decisions on the field, off the field they cannot be trusted. As one recruiting coordinator at a Big Ten program told me, "If we shut them off from social media, we're telling them they are only valuable to us as an athlete."

Is that the message we want to send?



**Jeff Kallin**  
**Assistant Sports Information**  
**Director, Clemson University**  
**Athletic Twitter account:**  
**@CU\_athletics**

The arbitrary social media shutdown is a major challenge to social-savvy departments, especially when the coach, who will often have the final say, is leading the charge against it – often because they don't understand it.

There are a few things to consider when you speak with your coach.

1. **TIMING** – Coaches can be temperamental, and are often creatures of habit. Find the appropriate time to sit down, and let them know in advance what you'd like to talk about. Additionally, if the season is getting started, and they have set their ground rules, it's probably too late for that season. If this is the case, it may be a great opportunity to teach your coach how to use it for next season, without the pressure of them having to monitor their team.

2. **LISTEN** – Ask the coach about his or her ban on social media. Ask non-threatening questions like 'what are some of the reasons you have in place?', or 'what do you believe the biggest threat to your team or program is in social media?' Garnering these perspectives, and listening all the way through, will help you to better understand where your coach is coming from.

3. **STEER** – Coaches want their programs to succeed. Direct the conversation away from some of the negatives (distractions, focus, etc.), and talk about how it can help the program. Recruiting and fan engagement (attendance) are the most obvious areas in which a coach stands to gain. Each of their student-athletes is a networked person on campus. Additionally, in the near future, social bans will be negatively recruited.

4. **PLAN** – work with your coach to make sure they are on some of the social media channels, and walk them through basic uses. Additionally, work with them to create a series of guidelines for their specific team.

Remember, you are the expert in the room on this subject. You can discuss with them some of @KevinDeShazo's rebuttals. Educate them to understand all of the positive value that can be gained for their program and your school. They preach in their programs about developing young men and women, and shutting these same people from a primary form of communication is hardly a step in the right direction. Social media breeds accountability, and with a plan in place, your team stands to benefit from the new policies.



**Chris Yandle**  
**Assistant AD/Communications,**  
**University of Miami (Fla.)**  
**Twitter: @ChrisYandle**

Social media has done just as much good (if not more) for the advancement of human communication and information sharing as it has done bad for our society. Seriously. At some level, social media – especially Twitter

– has exposed serious and oppressed social issues and views throughout the last few years.

Pro athletes. Coaches. College athletes. High school athletes. If you are in sports, the magnifying glass exposes your every move, the bright lights are always shining and the press conference is always live.

At the end of the day, however, social media education and developing good habits on social media will help you build your personal brand. Protecting, developing and cultivating your personal brand is more important than ever. You control your story, no one else can. Taking away something or suppressing a large group will only lead to revolt. Social media is now part of our culture; it's ingrained in our minds.

It's a part of our everyday function. We should be teaching kids and young adults how to use it properly. Twitter is a telephone, not a megaphone. Use Twitter for good. Build your brand. If you use it incorrectly, you can lose your job, your scholarship or your reputation could suffer irreparable damage.

Every day is a job interview. You never know who's watching. I've been fortunate enough that my current job was made possible in small part because of my social media etiquette, education and presence. Because of that, I want to impart that on student-athletes and my staff. Social media education is a necessary life skill. Believe it or not.

Twitter and social media won't win or lose games for you. You win and lose on the practice field and in the game. But, not using social media correctly could lead you to losing your job and your reputation.

The only thing that disappears on the Internet is a good reputation.

Let's all be proactive and educate everyone with good social media habits.



**Blair Browning, Ph.D.**  
**Assistant Professor, Department**  
**of Communication,**  
**Baylor University**  
**Twitter: @Blair\_Browning**

How to convince a coach on why banning one form of social media (aka Twitter) is a bad move?

How about the fact that social media and especially Twitter are becoming a big part of the classroom experience? I am about to begin my 15th year teaching at Baylor University and I try to constantly adapt and tweak my courses to keep them fresh not only for my own enjoyment, but also so the class doesn't get stale.

I have expectations for my students each semester, which my students must follow in order to have a successful experience. I keep an eye out for best practices when it comes to classroom strategy.

We all have a wealth of information at our fingertips and it seems foolish not to take advantage of it. One thing that may be too early to call a trend, as I know very few individuals who have integrated this into their course structure, is the use of the hashtag. My friend and colleague, Dr. Jimmy Sanderson at Clemson University, has been using the hashtag for the past year in his classes as a way to "group messages" for his students with great success and positive student feedback.

This upcoming fall semester, I have a class of 27 students and 8 of them participate in one of our 19 scholarship sports. What if I decide that all of my students need to have a Twitter account and follow a certain hashtag based around my class #COMM1234, for example? A coach who bans a student-athlete from using Twitter is now hindering the academic pursuits of this individual. My colleagues in this roundtable can make plenty of persuasive arguments as to why Twitter can be a valuable tool, but my role is to show its significance even in the classroom. For all of the (well-deserved) criticism the term student-athlete has received, these kids are still students as well as athletes.

I've been asked by a student each of the last three semesters to tweet something to them whether it was a quote, announcement, or assignment. I want to be at the intersection of where my students are and maintain relevance with them while at the same time not chasing every new fad. Twitter is not a fad and while I'm not going to start tweeting everything to my students, the idea of grouping articles and discussions around a hashtag is quite intriguing.

Most schools have some type of Welcome Week for their incoming students and at Baylor, Dr. Alden Smith, who has been given the highest distinction of "Master Teacher" will

**continued on page 28**

give the faculty address at Academic Convocation this year. He will ask each (incoming) student to consider writing a pledge that indicates what he/she aims to do as she/he enters his/her new community. Students are invited to tweet their pledges to #BUconvo2013.

I believe this signifies we have reached a tipping point with Twitter – it is no longer going to be merely a few innovators trying new things in classes. The university is grouping messages through the use of a hashtag as part of their structured curriculum for incoming students. Coaches, trust the kids who you have recruited (perhaps via Twitter) and let your athletes be students, too. #itmakesense



**Stephen W. Dittmore, Ph.D.**  
**Associate Professor, Recreation and Sport Management,**  
**University of Arkansas**  
**Twitter: @stevedittmore**

I remember getting my first Commodore 64 computer when I was in junior high. I tried to create some ridiculous college basketball prognostication program with a series of if/then statements. You know, if a team had 20-wins the previous season then it gets +5 when playing an opponent with fewer than 20 wins. Shocking it didn't work, right?

It was the beginning, and immediate end, of my programming career. Until now. Sort of.

If the director of the marching band issues a no-tweet edict to the flutists, then yes coaches should ban student-athletes from Twitter. If the director of student affairs at the university bars the student body president from tweeting behind the scenes at a student government meeting, then yes coaches should suppress student-athlete speech.

If the journalism adviser to the student paper prohibits tweets from student reporters, then yes coaches should forget about educating and teaching their athletes and merely put a gag on them. If college coaches want complete, authoritarian control over their labor (economists call this monopsony power), then yes coaches should ban the student-athletes from saying things on Twitter which might steal the attention away from their regime.

If student-athletes are to be singled out from other classes of students engaged in extracurricular activities on campus (which, after all, we know is counter to how the NCAA views its mission as "an integral part of higher education". But don't take my word for it, you can read it on NCAA President Mark Emmert's page. Then yes, coaches should ban student-athletes from Twitter.

But in this hyper-sensitive environment in which college athletics finds itself today, what with autograph-gate, lawsuits over profiting from video game likenesses, and the selling of jerseys worn by 21-year olds, the last thing college athletics needs is to provide the public more reason to doubt the sincerity of its stated mission. Suppressing the rights of expression of 18-22 year olds does just that.

If college athletics truly wants to talk its talk, then it should not prohibit student-athletes from doing the same.



**Andrea N. Eagleman, Ph.D.**  
**Senior Lecturer in Sport Management, Massey University,**  
**New Zealand**  
**Eagleman on LinkedIn**

While this is a complex topic, ultimately I do not believe that college coaches should ban their athletes from using social media. First and foremost, the United States Constitution grants

all citizens the right to freedom of speech, and I believe that banning college athletes from using social media is essentially censorship of those athletes and violates one of their basic freedoms.

Along with the questionable constitutionality of banning athletes from using social media, it also seems that the concept is rooted in the belief that social media inherently brings about negative consequences. The very notion of banning social media use seems to convey a sense of suspicion towards student athletes, as though they can't possibly be trusted to make mature decisions. As college is supposed to be a place for young people to grow and be exposed to new opportunities and experiences, banning student athletes from using social media serves to stifle to such growth. Meanwhile, communication and marketing researchers around the globe have begun to highlight a variety of benefits that individuals and organizations can gain from using social media. I believe that college coaches and universities should focus on these positive aspects instead of the potential negative consequences.

The NCAA often broadcasts public service announcements on TV stating that most student athletes "will go pro in something other than sports", which is true. Only a select few college athletes will continue their athletic careers after graduation, but using social media while in college has the potential to benefit all student athletes regardless of their future athletic pursuits. For those who hope to have post-collegiate athletic careers, social media can serve as a method by which to begin building their personal athletic brand and promote their athletic careers.

**continued on page 29**

For those who don't wish to go pro after college, understanding the various social media outlets and the proper use of such outlets can prove to be a valuable tool in the workplace, as many businesses are scrambling to utilize social media as effectively as possible in order to build brand awareness and communicate with customers and other stakeholders. Social media can also serve as a personal networking tool, which can help in several different aspects of an individual's life.

Finally, I feel it is important to acknowledge that although it may not be fair, the reality is that student athletes are often held to a higher standard than their college peers by society. Therefore, I do believe that it is incumbent upon collegiate athletic departments to provide ongoing social media training for student athletes to help ensure that they are able to make the best possible choices on their social media accounts. While I don't believe in policing or banning student athletes from social media, providing them with the proper tools to make informed and intelligent social media decisions will ultimately benefit both the athletes and the university.

**Thanks once again to all of our expert panelists for their thoughts on this first SCRA Roundtable. We'd like to hear your thoughts and comments on this topic. Head over to the SCRA Forums to discuss the topic with us and others.**

<http://scralliance.com/forum/index.php>



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**CoSIDA ANNUAL MEMBERSHIP, CONVENTION ATTENDANCE**

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

# **Crisis Management:** **Be careful of spreading your crisis messages too thin**



The following blog post is provided by Chris Syme, former CoSIDA New Media Committee Chair. You can see more of Syme's work on her website and follow her on Twitter. Her new e-book, *Practice Safe Social: How to Use Social Media Responsibly to Protect Your Reputation and Build Loyalty*, is available now at Amazon.com.

Chris also authored an earlier e-book where she outlines the best ways to handle real-time crisis communications (*Listen, Engage, Respond*).

One of the biggest communications mistakes a business can make is to take on too much when it comes to social media. Every time a new channel pops up, some businesses jump in before any kind of content strategy or audience research is done. Is it any wonder that many company social media channels wither and die? Jay Baer calls this trend rampant social participation proliferation, a term he got from Jeremiah Owyang. Unplanned social media growth is a threat to effective engagement, and if applied to crisis communications, can do more harm than good.

In a crisis, dissemination of information is a high priority. But if someone tells you just to plaster your messages all over every popular social media channel, they are mistaken. Where social media strategy is important in business, it is more important in crisis. Here are some principles to follow that will help you figure out how to plan for crisis communications using social media.

## **1. Stay within your established platforms.**

This is the most important guiding principle to remember. For instance, if you have a Facebook page, a Twitter account, and a YouTube channel, stick to those channels when planning any kind of crisis responses. This is where your fans are and this is where your detractors will want to voice their opinions.

There are several reasons for doing this but the most obvious is that a crisis is not the time to build an audience or plan strategy for a new channel. Second, every channel you post on, you have to monitor. Think of your resources, personnel, and time. Third, you don't have to answer every negative post that pops up on every channel. You'll be playing whack-a-mole and you'll be sorry. Stick to the channels where you have established a fan base, and enlist your advocates to help you amplify your message. You may want to use an amplification tool, but don't try to build a presence on a new channel during a crisis.

## **2. Stay within your primary broadcast or customer service channels.**

Even if you love Vine, it isn't an effective crisis communications channel. Neither is Pinterest. Primary broadcast channels are Facebook, Twitter, YouTube, Instagram, blogs, podcasts, message boards, text alert systems, and customer care channels. I can guarantee you will have your hands full trying to keep up responding to your fan base on your regular broadcast channels. Don't waste time trying to get your message out to every nook and cranny on the internet.

Prioritize your messages and prioritize your channels. Concentrate on channels where messages will be amplified for maximum reach and media coverage. Be strategic to gain reach, don't try and create it by adding superfluous social media posts.

## **3. Spend priority time monitoring instead of multiplying your message channels.**

Set up a series of Google Alerts or use a monitoring app such as Mention, Radian 6, Meltwater Buzz, Hootsuite or others to catch the mentions of your brand or keywords on the internet. Again, time pressure in a crisis is ever present. Your ability to set up an editorial strategy that includes posting to social media, traditional press releases, answering media requests, and digital monitoring is going to be hampered in a crisis. What you think you can handle and what you can really handle are probably different.

## **4. At the first sign of crisis, call a reputable crisis management firm in your sector.**

The trouble with social media crisis communications agencies today is that many of them are social media people with no communications or public relations background. Knowledge of social media is no good in a crisis unless it is informed by an understanding of effective media relations. All social media agencies do not have media relations background. Check their bios.

Most professionals I know will give you a free consultation up front, and even if you don't hire them, they can give you a realistic idea of what you're up against and what it's going to take to mitigate the event. It's the most important call you'll make. Feel free to contact me (email [chris@cksyme.org](mailto:chris@cksyme.org)) if you need recommendations for crisis communications agencies in your area.

# 7 tips for making your content mobile

*See online: Seven tips for making your news mobile, by Beth Monaghan via [www.inkhouse.net](http://www.inkhouse.net)*

Mobile news consumption is on the rise. Raj Aggarwal (@AnalyticsRaj), CEO of Localytics, a mobile app analytics and marketing company, found that “people spend more time in news apps over the course of a day than most other apps.” In fact, time spent on news apps is up five percent for 2013.

Almost half of Americans own smartphones. News apps such as Circa are taking on mobile news in compelling ways. Just last month, Seeking Alpha launched a new app called Tech Investor, which according to PandoDaily had 70,000 daily users just after its debut. PandoDaily also reported that overall, Seeking Alpha’s apps have 600,000 to 800,000 daily users.

It’s not just the startups paying attention to mobile news. Yahoo acquired Summy in March for a reported \$30 million, and then Google acquired Wavii for the same amount. Meanwhile, traditional media properties are also seeing big numbers through mobile news. In July, the BBC News received more traffic from mobile phones than from desktop computers on two weekend days. Mediapost reported that, “The New York Times...saw mobile increase its reach by 41%, up from 33% in February, while Hearst saw a gain of 38% versus 31%.”

So what exactly does it mean to make your news mobile? Not surprisingly, much of what works for social applies to mobile. Social is mobile. According to the New York Times, Facebook now claims 819 million mobile users (and it was the driver of Facebook’s rise in stock price, which hit its highest since the IPO on July 30).

To make your blog post/press release/you name it mobile, you need to consider two audiences: your target audience(s) and the press.

Following are seven tips that will help you reach both by making your news more mobile (and social):

- 1. Keep press releases to 400 words.**  
Brevity is important. Circa’s story on the Bradley Manning trial was just over 400 words. That’s a good length for a release or blog post.
- 2. Write headlines you would click on.**  
Take a lesson from BuzzFeed. Lists work, and controversy breeds interest. Make your headlines interesting! And PR Newswire recommends making headlines no longer than 100 characters.



### **3. Stick to the facts.**

News apps such as Circa report only on facts. Marketing collateral masquerading as a press release won’t cut it. Keep your press releases to the facts. Your point of view is important though: that goes in your quote.

### **4. Make it easy to email.**

Localytics found that, “The largest chunk of content sharing from news apps is not happening via social channels. 80 percent of content shares from apps are actually by email.” Add an “email this” plugin to all press releases and blog posts on your website (which should be optimized for mobile, of course).

### **5. Use visuals to pop through.**

Compelling photos and short videos can help you break through the clutter. Think about how often you click on a photo versus text when you’re using Facebook or another social network.

And if that doesn’t convince you, consider these facts: 90 percent of the information transmitted to our brains is visual and we process that content 60,000 times faster than text. Instagram, the popular photo-sharing app, hit 100 million users earlier this year, and marked 5 million videos within the first 24 hours of debuting the offering.

### **6. Make your quotes tweetable.**

Circa notes that it may use tweets as quotes, so make them crisp and brief – 120 characters or fewer to allow for retweets.

**7. Link. Link. Link.** Make it easy to click for more information. On mobile, no one wants to type in a search term. They want to click. (But be mindful of the new Google guidelines if the “news” is in the form of a press release.)

# NOMINATE TODAY FOR 2014 SPECIAL AWARDS

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

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

## NOMINATE TODAY.

### CoSIDA Special Award Descriptions

#### CoSIDA HALL OF FAME

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

#### 25-YEAR AWARD RECIPIENTS

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

#### ARCH WARD AWARD RECIPIENTS

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

#### WARREN BERG AWARD RECIPIENTS

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

#### JAKE WADE AWARD RECIPIENTS

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

#### BOB KENWORTHY COMMUNITY SERVICE AWARD RECIPIENTS

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

#### LESTER JORDAN AWARD RECIPIENTS

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

#### DICK ENBERG AWARD RECIPIENTS

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

#### KEITH JACKSON ETERNAL FLAME AWARD RECIPIENTS

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

#### TRAILBLAZER AWARD RECIPIENTS

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

#### BUD NANGLE AWARD

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

#### RISING STAR AWARD RECIPIENTS

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

#### CoSIDA LIFETIME ACHIEVEMENT AWARD RECIPIENTS

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

#### CoSIDA DISTINGUISHED SERVICE AWARD RECIPIENTS

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

#### BILL ESPOSITO BACKBONE AWARD RECIPIENTS

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





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

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



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

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

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

**ORLANDO**



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

# COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA PRESIDENTS

2013-14	Shelly Poe	Auburn
2012-13	Joe Hornstein	FIU
2011-12	Tom Di Camillo	Pacific West Conference & Central Arizona College
2010-11	Larry Dougherty	Temple
2009-10	Justin Doherty	Wisconsin
2008-09	Nick Joos	Baylor
2007-08	Charles Bloom	Southeastern Conference
2006-07	Doug Dull	Maryland
2005-06	Joe Hernandez	Ball State
2004-05	Rod Commons	Washington State
2003-04	Tammy Boclair	Vanderbilt
2002-03	Alan Cannon	Texas A&M
2001-02	Pete Moore	Syracuse
2000-01	Fred Stabley Jr.	Central Michigan
1999-00	Max Corbet	Boise State
1998-99	Maxey Parrish	Baylor
1997-98	Pete Kowalski	Rutgers
1996-97	Jim Vrugink	Purdue
1995-96	Rick Brewer	North Carolina
1994-95	Hal Cowan	Oregon State
1993-94	Doug Vance	Kansas
1992-93	Ed Carpenter	Boston University
1991-92	George Wine	Iowa
1990-91	June Stewart	Vanderbilt
1989-90	Arnie Sgalio	Big Sky Conference
1988-89	Bill Little	Texas
1987-88	Bob Smith	Rutgers
1986-87	Roger Valdiserri	Notre Dame
1985-86	Jack Zane	Maryland
1984-85	Nordy Jenson	Western Athletic Conference
1983-84	Bill Whitmore	Rice
1982-83	Howie Davis	Massachusetts
1981-82	Nick Vista	Michigan State
1980-81	Langston Rogers	Delta State
1979-80	Dave Schulthess	Brigham Young
1978-79	Don Bryant	Nebraska
1977-78	Bob Peterson	Minnesota
1976-77	Bill Esposito	St. John's
1975-76	Bob Bradley	Clemson
1974-75	Hal Bateman	Air Force
1973-74	Jones Ramsey	Texas
1972-73	Jim Mott	Wisconsin
1971-72	Dick Page	Massachusetts
1970-71	Elmore Hudgins	Southeastern Conference
1969-70	Harry Burrell	Iowa State
1968-69	Tom Miller	Indiana
1967-68	Bill Young	Wyoming
1966-67	Marvin Francis	Wake Forest
1965-66	Bob Culp	Western Michigan

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

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



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

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

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College Division Rep. At-Large	Greg Goings Bowie State	(301) 860-3574	ggoings@bowiestate.edu
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Third Past President	Larry Dougherty Temple	(215) 204-3850	larrydoc@temple.edu
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