

COLLEGE SPORTS  
INFORMATION DIRECTORS OF AMERICA

# CoSIDA

*Strategic Communicators for College Athletics*



**MARK ✓**  
**YOUR 2014**  
**CALENDAR!**

PUBLICATIONS CONTEST OPEN

**First Deadline January 15**

NOMINATE FOR 2014 CoSIDA SPECIAL AWARDS

**Deadline January 31**

FRED STABLEY WRITING CONTEST IS OPEN

**Deadline February 21**

CoSIDA SCHOLARSHIP PROGRAM ACCEPTING APPLICATIONS

**Deadlines in April and May**

CoSIDA CONVENTION

**June 8-11**

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STORY EVERY DAY.**

**THANK YOU!**

**THE NCAA THANKS COSIDA FOR ITS LONGTIME SERVICE  
TO OUR MEMBER COLLEGES AND UNIVERSITIES.**



# 2014 CoSIDA

## JANUARY E-DIGEST



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# PUBLICATIONS CONTEST

## DEADLINES JANUARY 15 AND 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. Our first deadline for fall sports and basketball publications, programs and posters is on **JANUARY 15**.

Our second and final deadline for submissions is **MARCH 30** for all other winter sports and spring sports publications.

The contest deadlines, coordinators and coordinators mailing addresses are on the following pages.

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

[tcundith@jccc.edu](mailto:tcundith@jccc.edu)

Office: (913) 469-8500 ext. 3122

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 above. 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 Series, Football Championship Series 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	Zach Freeman	Jan. 15	March 15
• College Division Football Media Guides	Logan Lawrence	Jan. 15	March 15
Fall Posters University	Chad Grubbs	Jan. 15	March 15
Football Media Guides FBS	Brandon Scardigli	Jan. 15	March 15
Football Media Guides FCS	Daniel Ruede	Jan. 15	March 15
Football Posters University	Tina Price	Jan. 15	March 15
Football Game Programs	Nicholas Robinson	Jan. 15	March 15
Men's Soccer Media Guides	Dave Beyer	Jan. 15	March 15
Women's Soccer Media Guides	Francis Tommasino	Jan. 15	March 15
Volleyball Media Guides	Jeremy Wu	Jan. 15	March 15
Women's Basketball Media Guides - College	Sammi Sheppard	Jan. 15	March 15
Men's Basketball Media Guides - College	Kevin Maloney	Jan. 15	March 15
Women's Basketball Media Guides - University	Chris Thompson	Jan. 15	March 15
Men's Basketball Media Guides - University	Roy Allen	Jan. 15	March 15
Basketball Programs	Michael Morgan	Jan. 15	March 15
Basketball Posters - University	Tyler Cundith	Jan. 15	March 15
Winter At-Large Media Guides (Field Hockey, Wrestling, Gymnastics, Ice Hockey, Swim and Dive)	Ricky Webster	March 30	June 1
Multi-Sport Media Guides	Jared Verner	March 30	June 1
Baseball Media Guides	Rich Moser	March 30	June 1
Single-Sport Media Guides	Paul Goldberg	March 30	June 1
Conference Media Guides	Blake Freeland	March 30	June 1
^^College Posters	Patrick Pierson	March 30	June 1
Special Events	Pat Madden	March 30	June 1
Single-Sport Programs	Rama Peroo	March 30	June 1
Softball Media Guides	Kelly Vergin	March 30	June 1
Winter, Spring Posters - University	Gene Cassell	March 30	June 1
Spring At-Large Media Guides (Golf, Tennis, Track and Lacrosse)	Michael Balestra	March 30	June 1
Postseason Media Guides	Chris Kutz	March 30	June 1

### NOTES FOR 2013-14 SUBMISSIONS

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

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

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

# PUBLICATIONS CONTEST

## COORDINATORS MAILING LIST

<b>Name</b>	<b>College/University</b>	<b>Address</b>	<b>City, State, ZIP</b>
Roy Allen	Seward County CC	POB 1137	Liberal, KS 67905
Michael Balestra	Queens College-CUNY	65-30 Kissena Blvd.	Queens, NY 11367
Dave Beyer	McMurry University	1401 Sayles Blvd.	Abilene, TX 79605
Gene Cassell	Washburn University	1700 SW College	Topeka, KS 66621
Tyler Cundith	Johnson County Comm. College	12345 College Blvd.	Overland Park, KS 66210
Blake Freeland	Oral Roberts University	7777 S. Lewis Ave	Tulsa, OK 74171
Zach Freeman	Lancaster Bible College	901 Eden Road	Lancaster, PA 17601
Paul Goldberg	Univ. of Southern California	HER-103, 3501 Watt Way	Los Angeles, CA 90089-0602
Chad Grubbs	Harden-Simmons University	Box 16185	Abilene, TX 79698
Chris Kutz	Kansas State University	Bramlage Coliseum, Suite 37 1800 College Ave.	Manhattan, KS 66052-3355
Logan Lawrence	St. Edwards University	3001 S. Congress Ave.	Austin, TX 78704
Pat Madden	National Soccer Coaches Association of America	800 Ann Ave.	Kansas City, KS 66101
Kevin Maloney	Northwest Mississippi CC	4975 Hwy 51 North	Senatobia, MS 38668
Michael Morgan	Lindenwood University	209 S. Kingshighway	St. Charles, MO 63301
Rich Moser	Eastern Illinois University	600 Lincoln Ave., Lantz Arena	Charleston, IL 61920
Rama Peroo	Cowley College	125 S. 2nd, Box 1147	Arkansas City, KS 67005
Patrick Pierson	University of Arkansas	131 Barnhill Arena	Fayetteville, AR 72701
Tina Price	Old Dominion University	Intercollegiate Athletics Jim Jarrett Athletic Adm., Building	Norfolk, VA 23529-0201
Nicholas Robinson	John Brown University	2000 West University Street	Siloam Springs, AR 72761
Daniel Ruede	University of Hartford	Sports Center, 200 Bloomfield Ave.	West Hartford, CT 06117
Brandon Scardigli	Kennesaw State University	1000 Chastain Road, Mailbox 0201	Kennesaw, GA 30144
Sammi Sheppard	California Baptist University	8432 Magnolia Ave.	Riverdale, CA 92504
Chris Thompson	Evergreen State College	2700 Evergreen Pkwy NW, CRC-210	Olympia, WA 98505
Francis Tommasino	Christopher Newport University	Freeman Center, 1 University Place	Newport News, VA 23606
Kelly Vergin	SUNY Brockport	350 New Campus Drive	Brockport, NY 14420
Jared Verner	Univ. of Colorado, Colorado Springs	1420 Austin Bluffs Pkwy.	Colorado Springs, CO 80918
Ricky Webster	Marshalltown CC	3700 S. Center Street	Marshalltown, IA 50158
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

## 2013-14 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?

***The following companies/sponsors have  
CoSIDA “official provider”  
recognition for the convention  
and 2013-14 academic year***

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

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

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

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

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

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

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



online innovations for events



**POPULOUS™**



# Final chance to nominate for 2014 CoSIDA Special Awards



## CoSIDA members:

**As we enter 2014, please take a moment to think about your fellow professionals and who might be deserving of nomination for CoSIDA Special Awards.**

There are many deserving CoSIDA members who work tirelessly to promote their schools, coaches and student-athletes, all while supporting CoSIDA's mission. Being recognized by one's peers is genuinely the best praise one can receive, and please take a moment to nominate deserving candidates now!

Nominating can be done online using your CoSIDA login. The link to nominate and the list of awards and their descriptions can be found here: <http://cosida.com/awards/>. **Nominations are due at midnight Eastern on FRIDAY, Jan. 31, 2014.**

Please note that 25-Year Awards are self-nominating. So if you have been full-time in the profession for 25 years, please let us know via the online nomination form.

The awards will be handed out at the annual CoSIDA Convention which takes place at the Marriott World Center in Orlando this year, the site of last year's convention as well. The 2014 Convention dates are June 8-11, with the awards luncheons taking place on June 9 and 11. The awards presentation schedule will be announced at a later date.

Please contact us if you have any questions.

Hope you all have a great holiday season and very happy New Year.

Sincerely,

Tamara J. Flarup, Chair  
CoSIDA Special Awards Committee  
Director of Athletics Website Services  
University of Wisconsin  
Cell: 608-444-6588  
[tjf@athletics.wisc.edu](mailto:tjf@athletics.wisc.edu)

*Above, CoSIDA presented 25-Year Awards to eight members at the 2013 Convention*

# 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 (as of July, 2014).

#### 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.



# THANK YOU CoSIDA

and all your members,  
for the year-round  
support and commitment.



**ESPN**

@ESPNU (college sports)  
@ESPNCFB (college football)  
@ESPNCBB (college basketball)

# **FRED STABLEY, SR.**

## **WRITING CONTEST**

---

The annual CoSIDA Fred Stabley, Sr. Writing Contest is open to all 2013-14 dues-paying members of CoSIDA. It recognizes excellence in feature writing, historical features, administrator/coach profiles and event coverage writing. Entries will be judged on overall writing style, correct use of English, inventiveness, written presentation and the ease with which the read acquires the information.

**Stabley Writing Contest Committee Chair: Wade Steinlage, William Penn**

**All nominations are to be submitted ONLINE.**

**Please see full information online at <http://cosida.com/contests.aspx>**

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

**The deadline for submission is February 21, 2014.**

**Entries must have been written between January 1, 2013 and December 31, 2013.**

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

### **CONTEST CATEGORIES**

Event Coverage

General Feature

Coach/Administrator Profile/Historical Feature

Athlete Profile

Blog/Interview

Season Preview/Recap

Story With Video



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



Capture. Share. Stream. Replay.

**Deliver more thrills. Discover new revenue sources. Build your brand, and more.** NewTek gives sports producers from the NY Giants, St. John's University, Miami HEAT, Turner Sports, the NBA D-League and others like you, affordable tools to do the impossible.

Complete sports production solutions. Learn more at [NewTek.com](http://NewTek.com)

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# ANNUAL COSIDA SCHOLARSHIP PROGRAM

Scholarship Applications and Deadline information for candidates of 2014-15 scholarships are listed below. Deadlines are in mid-April and early May of 2014.

All scholarship applications must be completed online. Check here for further information and all pertinent online links and nomination forms: [http://cosida.com/scholarships\\_new.aspx](http://cosida.com/scholarships_new.aspx)

*Per vote of the CoSIDA Board of Directors, the scholarship amounts have been increased this year to the following amounts. In addition, the CoSIDA Board approved a recommendation from the CoSIDA Scholarship Committee to establish a new annual scholarship called the the CoSIDA Member Child Scholarship. Two scholarships, each worth \$1,000, are now available for the 2014-15 academic year.*

- **CoSIDA Phil Langan Graduate Internship Grant (\$12,000)**

Application deadline: April 4, 2014

- **CoSIDA Langston Rogers Postgraduate Scholarship (\$7,500)**

Application deadline: April 14, 2014

- **CoSIDA Wylie Smith Postgraduate Scholarship (\$7,500)**

Application deadline: April 14, 2014

- **CoSIDA Fred Nuesch-Dave Wohlhueter Undergraduate Scholarships (two, \$3,000 each)**

Application deadline: May 2, 2014

## **NEW SCHOLARSHIP ANNOUNCED**

- **CoSIDA Member Child Scholarships (two, \$1,000 each)**

Application deadline: May 5, 2014

## **Application Process**

**APPLY ONLINE:** <http://www.cosida.com/scholarships/default.aspx>

### **Scholarship Applications & Deadlines**

#### **CoSIDA Phil Langan Graduate Internship Grant**

**Deadline: Friday, April 4, 2014**

• **Phil Langan Graduate Internship Grant** is designed to assist member institution sports information offices with funds to support the addition of a graduate internships. There is one award annually, providing \$12,500 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 \$7,500 Wylie Smith Scholarship and one \$7,500 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: Monday, April 14, 2013**

• **Langston Rogers Postgraduate Scholarship** is a \$7,500 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 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: Monday, April 14, 2012**

• **Wylie Smith Postgraduate Scholarship** is a \$7,500 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 2, 2013**

• **CoSIDA Fred Nuesch-Dave Wohlhueter Undergraduate Scholarships:** two \$3,000 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 CoSIDA 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 Member Child Scholarships (2)

**Deadline: Monday, May 5, 2014**

• **CoSIDA Member Child Scholarships:** two \$1,000 scholarships designed to assist an outstanding undergraduate student – the child of a CoSIDA member – who requires financial assistance with college scholarship funds for his/her education. There will be two \$1,000 undergraduate scholarships awarded for the 2014-15 school year with a limit of ONE CoSIDA scholarship per family per academic year.

The candidates must meet the scholarship criteria and be the son or daughter of a current, dedicated sports information professional who has been a member of CoSIDA for a minimum 10 years. CoSIDA Family Member Scholarships will be renewable (on a competitive basis) for up to four (4) academic years. However, award winners must continue to meet basic qualifications and re-apply each year.



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# BRAD KIRTLEY

## Long-time Austin Peay Sports Information Director selected to APSU Athletics Hall of Fame

Two of the greatest Governors athletes in their respective sports and the department's longtime sports information director have been selected to Austin Peay State University Athletics Hall of Fame. In addition, a former superb football/basketball player who paid the ultimate price in defense of his country, was selected to the Hall of Fame as part of it Legends category.

Nick Stapleton, the greatest scoring point guard in Austin Peay history who remains one of two Governors to tally more than 2,000 career points; Shawn Kelley, arguably the best "big game" pitcher in APSU history whose 2007 NCAA dual with Vanderbilt's David Price remains as the best single-game pitching performance in APSU history, and Brad Kirtley, who has publicized Austin Peay sports for the past 30 years, have been elected to APSU Athletics Hall of Fame. Reedy Sears, a wide receiver for the football team and a 5-9 guard on the basketball team in the early 1940s, was chosen from the Legends category.

The quartet will be honored in a luncheon ceremony on Saturday, Feb. 1 (11:30 a.m.). They also will be introduced during halftime ceremonies of the Governors' Jan. 31 contest with Murray State.

### Inductee Brad Kirtley

After spending nearly six years in the newspaper profession before working in Southeast Missouri State's sports information office, Kirtley arrived at Austin Peay as the department's sports information director in Winter 1984, replacing Sherwin Clift, who also is University Athletics Hall of Fame member. He has been responsible for publicizing all 15 APSU sports at some point in his career, in particular during the first 15 years when there was no assistant. Currently he handles publicity for football, men's basketball, men and women's golf.

In fact, Kirtley was responsible for the restoration of the office's fulltime secretarial position in the mid-1980s and nearly 15 years later turned that position into a fulltime assistant when Cody Bush was hired. Bush has continued in that position since 1999. Then in 2010 he was able to hire a second fulltime sports information assistant when Alaric Klinghard was hired. Colby Wilson now holds that position.

The Cape Girardeau, Mo., native has produced media guides (now online publications) for all APSU sports. Back in the mid-1980s, he worked with the late Bob Bibb and Coca-Cola to produce four-color cover media guide covers for the department's revenue sports. He also created post-season media guide publications for multiple sports, including men's basketball, baseball and most recently the NCAA Golf Regional in Tempe, Ariz., and the Dustin Korte



piece for the NCAA Championship. He also assisted and edited numerous other NCAA post-season pieces.

Along the way Kirtley assisted with game promotions, in particular during the first 15 years of his tenure, resulting in posters and schedule cards being produced for the respective Govs and Lady Govs sports.

He has represented Austin Peay by volunteering at NCAA events, most recently the Basketball Regional in Nashville in March 2012. He has been invited to work at this spring's NCAA Women's Final Four in Nashville.

He has provided written athletics-related content for APSU's Alumni publication for the past 30 years, including the first sports features written by anyone other than the school's public relations staff. He produces along with edits written content for APSU's athletics website, Let'sGoPeay.com, and also has provided numerous features on the website.

Kirtley spearheaded multiple publicity and All-America campaigns, in particular for Bubba Wells and Trenton Hassell, who earned Playboy All-American in 2001-02. He also helped APSU maximize national publicity with the Wells' leg injury/return from media outlets such as NBC (Today Show), CBS (At the Half), USA Today and Los Angeles Times.

He is a member of the College Sports Information Directors of America (CoSIDA), having served on multiple committees. Twice Kirtley served as cohost of the student-worker table topic program at the organization's annual convention.

Over the years, he has supervised more than 150 student workers, including four who went on to become members of the profession. Kirtley has helped supervise and develop interns who later went onto become sports information professionals at Florida Atlantic, Cincinnati, Stetson, Sewanee, Curry College, Alabama State, Michigan and APSU.

One of Kirtley's greatest accomplishments can be directly attributed to a leadership style that has nurtured growth and advancement within the profession. Kirtley's office has seen great progression in everything from a web presence which transitioned from an in-house to a professionally managed site, drastic improvement of the Governors Sports Network broadcast quality, development of Austin Peay's social media presence and the eventual creation of a Marketing and Promotions Coordinator position within the Athletics Department.

Through CoSIDA, he has been responsible for nominating numerous student-athletes for CoSIDA's Capital One Academic All-America® program, including 26 (out of APSU's total 30) earning either first, second or third-team Academic All-America® under his watch. More than 100 APSU student-athletes have earned CoSIDA Academic All-District since 1990.

Kirtley also has taken great pride and responsibility in authoring nomination content for numerous OVC and national awards, in particular the league's Steve Hamilton Sportsmanship Award; Austin Peay student-athletes have earned the prestigious honor nine times since inception in 1998-99.

He has served on University committees, including the Hall of Fame Committee for the past 30 years as well as being an original member of the University's Peay Pride Committee.

# **NOMINATE TODAY FOR 2014 SPECIAL AWARDS**

Deadline for the 2014  
CoSIDA Special Awards  
**JANUARY 31, 2014 (Midnight ET)**

Nominations for CoSIDA's annual special awards are now accepted year-round online at [www.cosida.com](http://www.cosida.com).

Under the drop down Membership link, go to Special Awards Online Nomination/Voting to begin the nomination process.



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# TIM TESSALONE

## USC SID recipient of Bert McGrane Award from FWA



*Courtesy of Football Writers Association of America (FWAA)*

USC's Tim Tessalone is the 41st winner of the Bert McGrane Award that is annually bestowed on a member of the Football Writers Association of America. He has served college football for more than three decades as the Trojans' Sports Information Director, helping writers in their jobs as well as promoting the school's athletic teams--both in exemplary fashion.

The McGrane Award, symbolic of the association's Hall of Fame, is presented to an FWA member who has performed great service to the organization and/or the writing profession. It is named after McGrane, a Des Moines, Iowa, writer who was the executive secretary of the FWA from the early 1940s until 1973.

Tessalone received the award during the FWA's Annual Awards Breakfast on Jan. 6, 2014, at the Newport Beach Marriott Hotel and Spa.

"I am humbled and honored to receive an award that not only is named after a man who served the FWA so well, but that has been presented previously to icons who are well above me in stature and ability," Tessalone said. "It is a privilege to be in their company. Thank you to the FWA membership, with particular gratitude to Chris Dufresne (2013 FWA President) and Mark Blandschun (1999 FWA President)."

Tessalone, a USC senior associate athletic director since 2012, became the school's SID in 1984 and owns the longest tenure of any SID in the school's history. He has worked 25 Trojan football bowl games, including 11 Rose Bowls. Overall, he has worked more than 400 USC football games, including a streak of 243 consecutive from 1980 until missing the 2000 Notre Dame contest because of broken ribs. His current streak stands at 168 games since the injury.

"Tim, without a doubt, sets the sports information standard," said USC Athletic Director Pat Haden. "Fair, transparent, diligent, and helpful. For me as an athletic director, his wise and thoughtful counsel has been an enormous benefit. In the minds of all who have worked with Tim at USC over the years, there could not be a more deserving winner of the Bert McGrane Award."

Under Tessalone, the USC Sports Information office has received a Super 11 Award in 2009, 2010 and



2011 from the FWA for "excellent media relations" (one of just two schools to be honored in each of award's first three years).

"I can't think of anyone more deserving of this year's Bert McGrane Award," said 2013 FWA President Chris Dufresne. "Tim Tessalone defines, to me, what a great sports information director should be. He has deftly navigated his obligation and loyalty to his school/employer with the highest quality of

professionalism in dealing with journalists trying to do their jobs. It is often a near-impossible tightrope act.

"Tim is the same, win or lose, year after year, coach after coach, in good times and in crisis. To boil it down, Tim gets it. He knows his job and understands our jobs. He has been, for more than three decades, a familiar, reliable and important fixture in USC's athletic department."

Over the course of Tessalone's tenure, the Trojans have produced 40 national championship teams, 346 Olympians and 18 Academic All-American first teamers. In football there have been 77 All-American first teamers, 199 NFL draft picks and five Heisman Trophy winners.

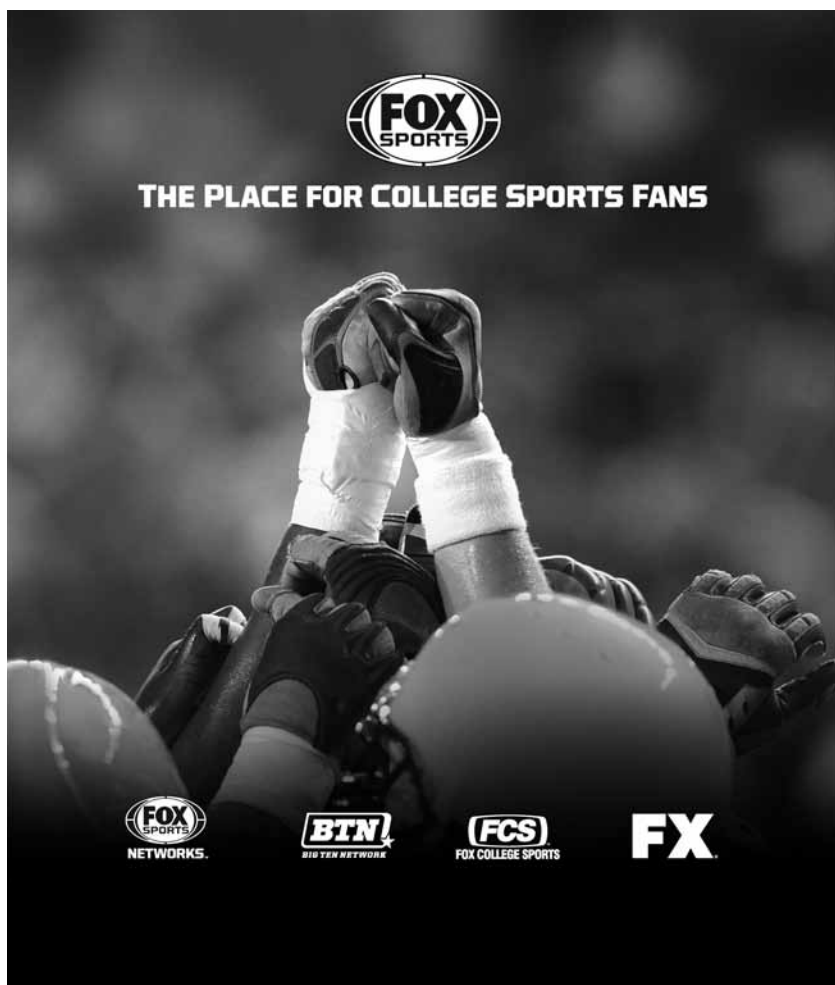
Tessalone graduated in 1977 with a bachelor's degree in public relations from USC. He and his wife, Trudi (USC '80), have three children, sons Troy (USC '08) and Trevor (USC '10), and daughter, Tori (USC '13).

"I am unsure why I am being recognized for doing what is, simply, my job," Tessalone said. "SIDs are people who should be in the background. It is not about us, it is about the coaches, student-athletes and staff we promote and the media we service. I am blessed to have worked beside many talented men and women over the years in the USC Sports Information Office whose goal was the same as mine: providing the best service possible to USC and to the media."

"I also am fortunate to have worked with head coaches who, most of the time, understood the media's role and valued the concepts of cooperation, access, good story lines and free speech."



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# MEMBERSHIP RECORD

## CoSIDA at 3,030



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

The current total for 2013-14 of 3,030 members breaks the record of 2,954 set just last year. As of Jan. 6, CoSIDA boasted 2,520 active members, 360 student members, 36 associate members, 76 lifetime members and 37 others. Of those numbers, 1,533 members are from Division I institutions, with 468 from Division II, 587 from Division III, 208 from the NAIA, 16 from Canadian schools, 27 from two-year institutions and 191 non-affiliated members.

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

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

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

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

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

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

### CoSIDA ANNUAL MEMBERSHIP

Year	Membership
<b>2014</b>	<b>3030</b>
2013	2954
2012	2786
2011	2862
2010	2497
2009	2563
2008	2397
2007	2216
2006	2143
2005	1946
2004	1961
2003	1954
2002	1888
2001	1877
2000	1855
1999	1839
1998	1812
1997	1825
1996	1803
1995	1772
1994	1804
1993	1810
1992	1706
1991	1669
1990	1627
1989	1467
1988	1361
1987	1426
1986	1360
1985	1341
1984	1304
1983	1170
1982	1077
1981	984
1980	944
1979	593
1978	510
1977	550
1976	671
1975	623
1974	614



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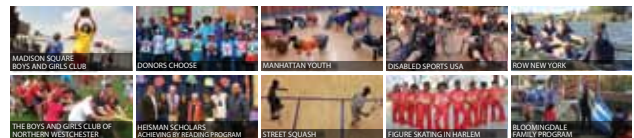
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# **NAIA-SIDA hosts monthly membership calls**

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

This effort is being coordinated by CoSIDA's NAIA-SIDA leadership group. The next call is January 23 with Josh Gleason (Goshen) on the NAIA Scholar Athlete and CoSIDA Academic All-America® Programs. The call is 2 p.m. ET / 11 a.m. PT.

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

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

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

**SEPTEMBER 26**

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

**OCTOBER 29**

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

**NOVEMBER 21**

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

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



**Call-in Information**

Number: 1-866-951-1151

Passcode: 4370118

**JANUARY 23 - 2 p.m. ET**

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

**FEBRUARY (date TBA)**

Organizing your office – Alison Smalling/John Phillips, Embry Riddle

**MARCH (date TBA)**

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

**APRIL (date and presenters TBA)**

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# 5 communications lessons from “It’s a Wonderful Life”



See blog online:

<http://www.prdaily.com/Main/Articles/15754.aspx#>  
by Ross Wallenstein via prdailycom

Millions of Americans tune in to watch Frank Capra's holiday masterpiece, "It's a Wonderful Life." Although never intended to be a Christmas movie, it has become a holiday mainstay ever since it started appearing on TV in the 1970s.

I never miss it, and this year, I realized the 1946 film starring Jimmy Stewart and Donna Reed offers some wonderful, yet inadvertent, lessons for those in the public relations industry (or for most industries).

Here are a few of the lessons:

## 1. "I'm shakin' the dust of this crummy little town off my feet, and I'm gonna see the world."

### Travel.

In PR, as in any other industry, seeing the way other people live and work is important in order to gain a little perspective. George Bailey wanted to be an architect, and to do that, he was going to travel. He wanted to see "Italy, Greece, the Parthenon, the Colosseum." Then, he was "comin' back here to go to college and see what they know. And then I'm gonna build things. I'm gonna build airfields, I'm gonna build skyscrapers a hundred stories high, I'm gonna build bridges a mile long."

Just as George Bailey knew he could not design a great building without seeing the Parthenon, a PR professional cannot expect to understand the world if they've never been anywhere else.

In this day and age when technology has made our world smaller and smaller, a PR pro has to be well versed in so much information just to keep up. The only way to appreciate how other people live and how the world works is to go out there and see it up close. So whether it's for business or pleasure, make it a point to shake the dust off whatever crummy little town you call home (that includes you, New Yorkers) and see the world.

## 2. "Will you tell that guy I'm giving him the chance of a lifetime? You hear? The chance of a lifetime."

### Spot trends and get in on the ground floor.

Sam Wainright was trying to convince George Bailey to get in on the ground floor of the plastics industry. He said that if George was willing to leave his family's building and loan business, they would become rich. Sure enough, George stayed behind, and Sam became filthy rich.

If George had listened, he might have accomplished all the business goals he wanted to at the beginning of the film: travel, build things, become wealthy. The key here is to see the trends in business—whether it's a client's industry or PR—before they happen. Take notice of news in the moment, and think how concepts or products might affect business months or even years down the road.

## 3. "What is it you want, Mary? What do you want? You want the moon? Just say the word, and I'll throw a lasso around it and pull it down."

### Ambition is good. Overreaching is good.

While George and Mary are out for a late night walk, George offers to give Mary everything she wants in life. He is so sure of his abilities and future that he knows he can give her the moon.

I was a lifeguard for seven years. During training, we were taught that if someone is in trouble in the water and you need to throw a buoy, the best way to get it to them is to throw it past their head and pull it back, so they are sure to catch it. Overreaching is as good in PR as it is in lifeguarding. It shows excitement and passion. Clients will almost always appreciate excitement and passion much more than caution and restraint.

Don't be afraid to express an idea that may seem outlandish. Never be afraid to lasso the moon.

Just be sure to overreach, not overpromise.

**4. “Every man on that transport died. Harry wasn’t there to save them, because you weren’t there to save Harry.”**

**Everyone’s actions have consequences.**

Toward the end of the movie, after Clarence the angel has made it so that George was never born, he brings him to the cemetery to show George his younger brother’s grave. In this reality, Harry Bailey fell through the ice and died at age 8 because George was never born to save him. So when a transport of men during World War II was in trouble, they were not saved by Harry.

PR is a powerful industry. It can make or break careers or even lives. Especially with the speed of social media, a narrative developed by those of us in PR will become gospel in hours or even minutes. So be mindful how your actions affect the next guy and the next guy down the road.

**5. “No man is a failure who has friends.”**

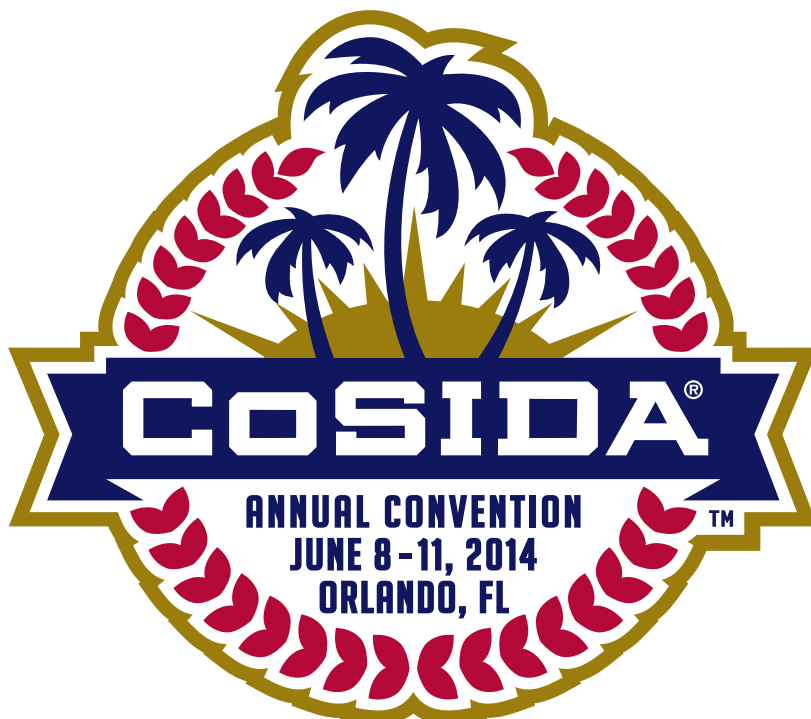
**Network. Develop relationships.**

A good PR pro is only as good as his or her network. We need to stay in touch with reporters, editors, bloggers, old colleagues, industry communications people and many others. A good network is an invaluable tool to help us do our jobs effectively and is a necessity in a job search or—in a pinch—if you find yourself short \$8,000 like George Bailey.

Once you make a new connection, develop that relationship. A publicist can generally do more with a weak story and great relationships in the media than a strong story and an empty rolodex. Reporters are too busy to read every email from publicists they don’t know. Also, a great relationship might make a reporter think twice before taking a hatchet to your client in his next article.

**Ross M. Wallenstein is a senior account supervisor at New York-based The Marino Organization. Connect with Wallenstein on Twitter: @RossWallenstein.**

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



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# Maximizing Your Academic All-America® Nominations

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

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



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

## DO'S...

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

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

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

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

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

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

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

# DO NOT'S...

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



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

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

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

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

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

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

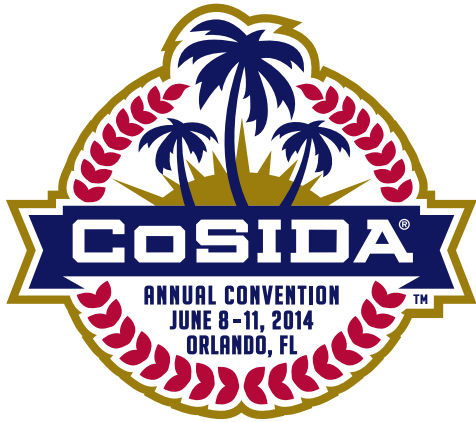
# 2013-14 SCHEDULE FOR ACADEMIC ALL-AMERICA® NOMINATIONS AND SELECTIONS

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

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

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

updated July 8, 2013



**2014**  
**CoSIDA CONVENTION**  
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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				

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

**ORLANDO**



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

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 1959-60 Wilbur Evans Southwest Athletic Conf.  
 1958-59 Fred Stabley Sr. Michigan State  
 1957-58 Ted Mann Duke

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**President**  
**(2013-14)**  
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**Poe**  
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2012-13 CoSIDA President Joe Hornstein of Florida International (FIU) was presented a plaque of appreciation for his contributions to the organization.

*Contact Information*  
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