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- Sports Illustrated........13
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In This Issue . . .

Nominate for 2008 CoSIDA Awards ...........................................3
Humenik Hired as Executive Director .......................................4-5
DigiPixArt Joins CoSIDA as Corporate Partner ......................6-7
CoSIDA Announces Logo Contest .........................................9
Tampa’s Looking Great for 2008 ...........................................10-11
Free Live Video Streaming ...................................................12
Tom Price Passes Away .......................................................15
CoSIDA Board Contact Information ......................................16
Within the Ranks ................................................................18
Update from NCAA Statistics Service ....................................20-21
Malone Honors Bankert .......................................................19
Five Questions With Tim Kennedy ...........................................19

Humenik Named
CoSIDA Executive
Director

Five Questions
With Tim Kennedy

Bankert Honored
by Malone

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CoSIDA Workshop Sites

2008 Workshop
June 29-July 2
TAMPA
Marriott

2009 Workshop
June 26-29
SAN ANTONIO
Marriott

2010 Workshop
July 3-8
SAN FRANCISCO
Marriott

2011 Workshop
MARCO ISLAND
Marriott

2012 Workshop
ST. LOUIS
Renaissance

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Dear CoSIDA Member:

Nominating one of your current or former colleagues for one of CoSIDA’s Special Awards is a whole lot easier than it used to be!

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BILL ESPOSITO BACKBONE AWARD • RISING STAR AWARD
TRAILBLAZER AWARD • KEITH JACKSON ETERNAL FLAME AWARD
25-YEAR AWARDS • LIFETIME ACHIEVEMENT AWARDS
BIRMINGHAM, Ala. – John Humenik, a member of the College Sports Information Directors of America Hall of Fame, has been selected as the 2,300-member organization’s first Executive Director, it was announced Friday.

Humenik entered the sports information profession in 1976 as an assistant SID at Princeton University, where he served for less than a year before being promoted to SID at the Ivy League school.

He led the Tiger sports information office for three years before moving to the University of Michigan, where he was Director of Sports Information from 1980 to 1982. He moved to the University of Florida, where he was SID/Assistant Athletics Director from 1982-2002.

“I am most blessed and grateful for this wonderful opportunity to serve as the first-ever Executive Director for the College Sports Information Directors of America,” said Humenik. “I truly appreciate the trust bestowed upon me by the organization’s Board of Directors and leadership and I feel very honored and humbled to represent a professional membership and organization that ranks, in my opinion, as arguably the most noble, industrious and dedicated in all of collegiate sports management.”

As the CoSIDA Executive Director, Humenik will serve as the organization’s full-time senior administrator for the organization, working closely with its Board of Directors and staff in handling the day-to-day operations and the development of short- and long-term planning and initiatives for CoSIDA.

“Throughout our search process, John Humenik’s name kept coming up as the best person to lead our organization,” said Charles Bloom, Associate Commissioner of the South- eastern Conference and 2007-08 CoSIDA President. “John has the skill, passion and understanding of CoSIDA and its members to build...
a bright future for the organization.”

Humenik was inducted into the CoSIDA Hall of Fame in 1993 and received the organization’s Arch Ward Award, presented annually to someone who has made an outstanding contribution to the field of sports information, in 1994. In both cases, he was then the youngest person in organization history to be so honored.

He received the 1994 Lester Jordan Award, which is presented annually by CoSIDA to the outstanding contributor to its Academic All-America program. He was also given the Dick Enberg Award in 1998, which is awarded to a person who has provided exceptional leadership in promoting the joint values of education and athletics. Dean Smith, Pat Summit, Tom Osborne, former President Gerald Ford, Dick Enberg and Notre Dame’s Father Theodore Hesberg are among the list of others who have received that award over the last decade.

Humenik was chair of the CoSIDA Academic All-America Committee from 1979-88. During that time, the Academic All-America program secured its first national corporate sponsorship (GTE/Verizon) and grew from four to eight teams. The program is now sponsored by ESPN The Magazine. The Academic All-America Hall of Fame was also established during that time.

In May, 2000, he became an honorary inductee into Florida Blue Key, the University of Florida’s most prestigious leadership honorary within the state of Florida.

“This organization and profession has provided me with so many wonderful experiences, challenges and friendships throughout my professional career and it is truly a great honor to now be placed into a position that I can pay it back as a dedicated career servant,” added Humenik. “I’m excited in so many ways to work with the organization’s leadership to tackle the opportunities and challenges that are before us.”

Humenik will begin his duties as CoSIDA’s first full-time executive director on March 1, 2008. Since August of 2002 he has served as an Acquisitions Editor for Sports Publishing L.L.C., the nation’s largest publisher for sports-related books.

The following are a few of the important dates in the history of the College Sports Information Directors of America.

1952 • The very first Academic All-America team is selected. This team became the forerunner to the present ESPN The Magazine Academic All-America team. Lester Jordan, the sports information director at SMU, is considered the father of the first team.
1953-54 • James Coogan of Penn State is elected the first president of a group of sports publicists who were all members of the American College Public Relations Association.
1954-55 • The ACPRA sports section representatives elect an executive committee including steering committee chairman, Wiles Hallock, Wyoming.
1955-56 • Two conventions held, one in January and one in August in Chicago.
1957-58 • Organization begins to take on new identity of sports information publicists. No longer are members of the organization linked to the ACPRA. Two major awards are established - Arch Ward Award to recognize outstanding members of the profession, and the Jake Wade Award for those in media who make great contributions to college athletics.
1960-61 • Small college representatives named to the executive committee for the first time. All past presidents of the organization are now executive board members.
1961-62 • Secretary-treasurer duties are split into two positions.
1969-70 • Three vice presidential positions established with new responsibilities defined. CoSIDA Hall of Fame is instituted in 1969 with an initial induction class of 39 members.
1972 • First workshop held outside of Chicago. The 1972 Workshop was held in New Orleans after 15 years in Chicago.
1979-80 • Rosa Gatti of Brown enters the officer rotation as the first female member to do so. She also becomes the first female member of the board.
1983-84 • Two at-large positions are established on the board.
1984-85 • Warren Berg Award is established and presented to the College Division representative who distinguishes himself/herself in the field of sports information.
1987-88 • College Division representatives are now elected by regions - East, South, Central and West.
1990-91 • June Stewart of Vanderbilt becomes the first female president of CoSIDA.
1993-94 • President Ed Carpenter and Kodak establish the “Good Person Award” presented annually to the individual in the profession for humanitarian and civic accomplishments.
1994-95 • Two more at-large positions are added to the board. The board now consists of four at-large members and four college division representatives.
2001-2002 • Fred Nuesch retires after 23 years as CoSIDA Secretary.
2004-05 • Two at-large positions are added to the board for College Division At-Large Representatives.
2005-06 • CoSIDA Board adds Rising Star Award to honor up and coming sports information personnel who have been in the profession 10 years or less. The award is added as a permanent CoSIDA Award by vote at the Nashville Workshop. Membership tops 2,000 for the first time with 2,192 members for 2005-06.
March 1, 2007 • John Humenik begins duties as first Executive Director of CoSIDA.
DigiPixArt Newest CoSIDA Corporate Partner

CoSIDA is proud to announce that DigiPixArt, an on-line business-to-business photo store that will allow sports information directors to provide digital images to interested parties, has joined the Association’s family of major corporate partners.

“We are excited to have DigiPixArt join with ESPN, ESPN The Magazine, Multi-Ad, ICS, Sports Illustrated, and the NBA/WNBA as one of our major corporate partners,” said CoSIDA president Charles Bloom. “By utilizing DigiPixArt’s digital photography/imaging services, we expect the SIDs to easily manage their digital images.”

“We are very excited about our partnership with CoSIDA,” said Danny Chu, president of DigiPixArt, which is located in Fairfax, VA. “Our seamless photo e-commerce solution is a benefit to university communities because it provides an online photo store to generate revenue through the SIDs own website, marketing their own name and thus creating brand recognition.

“We believe that our strong technical capabilities combined with our position in the market can provide the SIDS with products and services that can help their departments and make their jobs easier,” he concluded.

By utilizing his company’s services, Chu predicts that SIDs will maximize their profits from digital image sales, increase the marketing/outreach of their departments, use tried and proven web-based solutions to reach a broad audience, outsource photo-related product generation/delivery to a qualified lab, and continually receive new and upgraded digital imaging functions.

A number of schools are already using the DigiPixArt.

“DigiPixArt allowed UC Riverside to provide a much-needed service to the families of our student-athletes,” said Ross French, the university’s web content manager in its office of strategic communications. “Their flexibility helped us develop a solution that worked within the restrictive rules of the NCAA and the University of California.”

“DigiPixArt was able to quickly and seamlessly integrate a customized digital image portfolio into our website. Their professional staff made it simple and easy,” said Stewart MacInnis, Acting Director, Communications & Marketing of Virginia Military Institute.

“With DigiPixArt’s technology, we have realized several key benefits,” stated William Becker, the director of the University Bookstore at Washington and Lee University. “It is now much easier for us to manage our photos. We are able to provide our students and their associates with access to photos immediately after an event, and we are able to generate additional revenue for our department - revenue which went unrealized until we brought DigiPixArt into the picture.”

For additional information, please refer to the ad which appears on the facing page or visit us at www.digipixart.com.

In addition, Chu and members of DigipixArt will be at the CoSIDA Workshop in Tampa. They will be on hand in the Workshop Exhibit Room as well as throughout the Workshop to answer your questions.
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"I love the picture and the packaging was the best I've ever received for a photo. Thanks for the quick service." Jill Guthrie Pittsburgh, Pennsylvania

For more information, please contact us at:
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NBA and WNBA

Proud Longstanding Partners of the
College Sports Information Directors of America
CoSIDA has announced a contest to design a new logo that will be unveiled at the Workshop in Tampa, FL with the SID, who submits the winning entry, to receive a check for $2,500.00. The winning design, as well as all other entries, will become property of CoSIDA.

Anyone is eligible to create a design whether the person is an active or retired CoSIDA member, a graphic designer working in the athletic department, a university employee, or a freelance designer. However, the actual entry must be submitted by the CoSIDA member.

All entries must be postmarked by April 1st and mailed to:

   Ed Carpenter
   26 Kim Terrace
   Stoughton, Mass. 02072

***** An entry blank must be attached to each entry.

From all entries, the CoSIDA marketing committee will select the top three and forward them to the CoSIDA Board.

The winner will be announced in the June issue of the Digest. However, the new logo won’t be unveiled until the CoSIDA Workshop in Tampa, FL.

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**CoSIDA Logo Contest Entry Form**

Person Submitting Design (Must be active or retired CoSIDA Member):

____________________________________________________________________________________

Contact Information For Person Submitting Design: ______________________________________
____________________________________________________________________________________
____________________________________________________________________________________

Designer: __________________________________________________________________________

School/Organization of Designer: _______________________________________________________

Check to be made payable to: _________________________________________________________
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Alyce Tillman

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Workshop Dates: June 29-July 2

Marriott Waterside
The term “Content is King” has spawned a revolution in the Internet technology. With that said, it's now possible to produce video broadcasts for free at sites such as Ustream.tv.

At Greensboro College, we have produced live audio webcasts since 1999. We also did a handful of video broadcasts years ago, but costs and poor video stunted its growth.

Fortunately, a colleague from Greensborosports.com, Don Moore, introduced us to Ustream.tv in August. The concept of free video streaming sounded too good to be true, but it's not.

**About Ustream.tv**

According to its web site, “Ustream is a platform that provides live interactive video for everyone. Anyone with a camera and an Internet connection can use Ustream to broadcast to a global audience.”

Ustream.tv is a little like Youtube.com. On Ustream.tv, however, you can show full games and archive the broadcasts for future viewing. Video is known as a hog of resources, so this should be welcome by your campus IT folks.

New users need to sign up and create their own “channel” where you direct users to go for your webcasts. You post add logos or photos to your site and add links back to your home page, or elsewhere. The Greensboro College PrideTV channel is http://www.ustream.tv/gcpride. Folks can also search for relevant titles from the Ustream.tv home page.

There also are more bells and whistles that could be added. Graphics, ad placements and a scrolling “crawl” all are possible. Those third party features won’t be discussed in detail here, however.

During a broadcast, you also can enable a chat room. The game will be running on one side and the chat room appears next to it. This is a neat feature. During a recent game, one of our former student-athletes who is playing professionally in Europe checked in.

**The Setup**

With our initial set the only new piece of equipment purchased was a 14-foot Firewire cable that goes from the camera output to the input on a laptop. I used my Gateway laptop and a recently purchased Sony HandyCam DCR-HC28. This $300 camera (800x digital, 20x optical zoom) is a consumer level product that produced very good results. (NOTE: A three-year-old HandyCam we tried, however, did not offer an acceptable quality.)

Better equipment, more equipment and more manpower could result in better broadcasts.

**Practice Makes Perfect**

We later tested tapping into to our basketball coach’s broadcast cameras. By plugging our Firewire into their unit we save on manpower, too. The coach and broadcast producer, however, both need to be on the same page about what the broadcast will look like.

Our crew went on the road, too, for our recent men’s basketball game at Hampden-Sydney College. We averaged more than 200 viewers during the webcast. This is more than double any other broadcast we have produced at GC and more than 10 times the listeners for an average basketball transmission.

This Dec. 30 webcast was the most watched program for much of its live duration. Because of that, our game was the featured program when computer users logged onto Ustream.tv that day. Additionally, the broadcast was later a featured archive, likely due to its high viewership.

Obviously these impressive numbers tell a story. The broadcasts reach folks (Ustream surfers) who otherwise wouldn’t be familiar with your athletic programs or institution. Yet that’s all the more reason to produce quality webcasts and offer links back to your institution.

Since we are also providing live stats of basketball games, we direct fans to open live stats in one browser, then minimize the width. We suggest doing the same of Ustream in a different browser window. The result is audio, video and stats on one screen for the audience!

Such headsets should work with an inexpensive sound board and a line into the computer. If your camera as an audio input, you could also run sound that way.

**Maintaining a Quality End Product**

Once you’ve sent the feed to Ustream.tv, you can monitor the broadcast on the streaming computer. A sound and video check and monitoring during the game is also recommended.

Ustream recommends at least 900K BPS Upload speed to run a broadcast. If interested, you can test your upload speed at www.speakeasy.net/speedtest. If your upload is too low, the broadcast can be choppy or cut out. Consult with your campus information technology people.

Viewers should not expect HD TV or even ESPN360 with Ustream.tv. The picture is decent and the audio has been very good. When the camera pans at basketball game, for example, it appears to be difficult for the end product to be clear. Still shots, if possible, seem to be better video.

Better equipment, more equipment and more manpower could result in better broadcasts.
**Is there a Down Side?**

Some institutions may have issue with streaming to a third party. Ustream features radio shows and niche broadcasts, but it’s mostly Average Joe on a webcam. For some reason, people like showing themselves at their computers or doing mundane activities. Yet this story wouldn’t exist if there was a high “sleaze factor” on Ustream. Additionally, an unobtrusive Ustream watermark is present during broadcasts, but it’s not offensive.

Ustream.tv has a few weaknesses. The technical support page/forum could be more extensive about set up and other issues. When I registered and asked questions on its forum, however, my questions were answered quickly and accurately.

Some of your coaches might be concerned about displaying live and archived game footage on the Net. They could view it as an advantage for opponents in scouting. With that said, you don’t have to archive the broadcasts and can just show them live.

It’s easy to embed a link to your web site. This brings the video player to your site and keeps the branding of your institution. We embedded the link into our live stats program, too. This value added feature was paste into Statcrew’s “sponsor logo text” area.

Our coaches, however, seem to see the bigger picture: The benefits of producing live games on the net can be a boon for a small college. Players, fans, families and recruits should love it. While others are charging between $5 and $10 for a game, we’ll rest easily knowing this value-added feature is being offered FREE to our constituents.

**Summary**

From a production standpoint, Ustream is easy and you don’t have server hosting issues. The fact that you do not need encoding software is also a bonus. End users should be pleased that colleges are providing free broadcasts of game. The audio-only webcast is also worth exploring for many SID’s.

Finally, this article only discusses the game broadcasts of Ustream.tv. There are many other possible applications for our profession. Coaches shows and offering an on-campus TV station 24/7 come to mind.

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**Related Links**

- **Ustream web site**
  
  [http://www.ustream.tv/](http://www.ustream.tv/)

- **Recent L.A. Times story on streaming at the university level**
  

- **Venture Beat stories on the various video streamers**
  


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**SEC's DEWAYNE PEEVY PROMOTED TO MEDIA RELATIONS DIRECTOR**

BIRMINGHAM, Ala. – DeWayne Peevy, Associate Media Relations Director at the Southeastern Conference since August 2003, has been promoted to Director of Media Relations at the SEC, Commissioner Mike Slive announced Friday.

Peevy came to the SEC as Assistant Media Relations Director in June 2000 after serving as Sports Information Director at University of Montevallo for three years.

Since coming to the SEC office, Peevy has been responsible for the day-to-day publicity of SEC men’s basketball, including serving as the media director of the SEC Men’s Basketball Tournament since 2004. He currently serves on the NCAA Division I Men’s Basketball Final Four Media Coordination Committee and is on the board of the United States Basketball Writers Association.

“DeWayne has done an outstanding job promoting SEC men’s basketball,” said Slive. “This promotion is indicative of DeWayne’s talent, skill and hard work. His work with the media has earned him national recognition and has benefitted the Southeastern Conference.”

He was the editor of the 2007 SEC Football Media Guide and has been the media director of the SEC Women’s Soccer Tournament since 2003.

Yet there are other celebrity types who also see the value in Ustream’s audience. Presidential candidates Mitt Romney, John McCain and Barack Obama have offered live stump speeches.

Musicians are prevalent and there are a handful of other sports related shows. I’ve scanned billiard, high school basketball, and various court sports from Europe.

**Not Ready for Video?**

If you don’t have the staff, equipment or desire to video, audio with Ustream is an option, too. There are numerous radio broadcasts on Ustream. Those logos and photo we mentioned earlier can appear on your screen during the games.

Once again, Ustream.tv is free to produce and free for end users to listen and/or view the broadcasts.

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- **Venture Beat stories on the various video streamers**
  

Tom Price, USC's sports information director, assistant athletics director and sports historian for nearly a half-century, died on February 1 after suffering a stroke the previous Monday night. He was 81.

“I can see how, when you first met him, he could seem distant,” said Jamie Kimbrough, associate sports information director from 1983-85. “But once he got to know you, he was your best buddy.”

USC’s board of trustees observed a moment of silence for Price during its Friday meeting.

“Tom was as old-school as it gets,” said Brian Binette, who spent 19 years working with Price. “Sundays, Tom was always the first one in the office, doing statistics on a typewriter. That told me, ‘This is what SID’s do.’ ”

In Major League Baseball, NASCAR and SEC offices, Price’s death was observed by former assistants who credited him for helping launch their careers.

“He gave me the foundation that has allowed me to have success in Major League Baseball,” said Rob Matwick, vice president/communications for the Detroit Tigers and a USC graduate assistant in the early 1980s.

“Tom was old-school as it gets. He taught me those fundamentals of preparation, accuracy, building relationships.”

SEC associate commissioner Charles Bloom, who worked for Price from 1983-85, saw another element of his boss’s makeup.

“I don’t think I’ve ever known anyone who loved Carolina more than Tom,” Bloom said.

“He had three loves, besides his family: the Gamecocks, baseball and writing. He did a lot, achieved a lot and was part of a lot of great things with those.”

Price’s love for USC was infectious. “He instilled in me a passion for the Gamecocks that I’ll carry the rest of my life,” said Kerry Tharp, part of USC’s sports information staff for 20 years and now NASCAR’s director of communications in Charlotte.

“He used to say, ‘My two favorite words in the English language are ... ‘Cocks win.’ ”

Born in Augusta and raised on Wadmalaw Island near Charleston, Price was a USC loyalist through and through. He enrolled in 1948 after a four-year hitch in the U.S. Navy (1943-47), then worked 11 years for United Press International before returning to his alma mater as sports information director in 1962.

Matwick called Price “an encyclopedia of Gamecock sports.” Kimbrough recalled a 1983 research project he undertook to fill in gaps in USC’s football records.

“For about three seasons in the 1960s, we couldn’t find any information,” he said. “Finally I said, T.P., 1962 Carolina-Duke game, any recollection at all?”

“He tipped those half-moon eyeglasses up on his head and said, ‘Played in Durham, final score was so-and-so, so-and-so had so many yards rushing.’ The same with the rest; he knew every game, the scores, the stats. I was dumbfounded.”

Price was close to many USC coaches, including basketball coach and icon Frank McGuire, who arrived in Columbia in 1964. Price delighted in chronicling the successes of McGuire’s teams.

“One year, a guy who was doing a history of North Carolina basketball called to ask about McGuire,” said Chris Poore, SID at Belmont Abbey (N.C.) College, who worked at USC from 1999-2001. “Tom got on the phone and told the guy McGuire’s life story.”

Even after moving into a consultant/historian role in 1992 - he wrote several books about USC sports, the last, “Tales from the Gamecocks’ Roost,” in 2002 - and despite two heart bypasses, Price was a pressbox regular at football and basketball games.

He once said his favorite USC athlete was former Dallas Cowboys player and NFL coach Dan Reeves.

“Wow, that’s a compliment, because he saw about all of them,” Reeves said from Atlanta.

But while Price cared passionately for all USC sports, baseball was his true love. Even in “retirement,” he worked as official scorekeeper at Sarge Frye Field and radio analyst for road games.

“When I think of Tom, the first thing is ‘stats, stats, stats,’” said former USC baseball coach Bobby Richardson. “If you had a question, you went to Tom.”

When baseball coach Ray Tanner arrived at USC 12 years ago, “(Price’s) legend preceded our first meeting,” he said. “To me, Tom (and groundskeeper) Sarge Frye were the most important parts of the meeting. Tom had been by my side ever since.”

No plans are set, but Tanner said Price will be honored “as part of our season, on our uniform.”

The USC basketball team plans to wear a garnet ribbon on their warm-up suits while others in the athletics program will wear a ribbon on their lapel today in Oxford.

Price’s former assistants recalled road trips where he regaled everyone with stories, “and even if you’d heard them before, you enjoyed them again,” Binette said.

For Tanner, Price was a confidant and friend. “With Tom, (baseball) was always a ‘we’ thing,” Tanner said. “After a loss, he hurt as much as the players and coaches.

“We’d be in the parking lot at 3 a.m. after trips to Vandy or Mississippi State, and I’d say, ‘Tom, why do you put yourself through this?’ You’d know he was tired, but he’d say, ‘I love it.’

“There’ll be a real void in our travel party this season.”
### Contact Information

#### THE 2007-08 COSIDA BOARD OF DIRECTORS

<table>
<thead>
<tr>
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<th>Fax Number</th>
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### Ex-Officio Members

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Cundith is in his 17th year at JCCC, Notre Dame (15). Cundith has served the highest in the country. Three years ago Cundith finished third with 13 awards being 10 "Best in the Nation" honors, which was second nationally to Nebraska (20) for the highest in the country. Three years ago Cundith finished third with 13 awards behind Nebraska (16) and Notre Dame (16), and last year he was fourth with 12 awards behind Nebraska (18), Oklahoma (15) and Notre Dame (15). Cundith has served the past seven years on the CoSIDA Publications Committee.

Cundith's experience also includes stints with the Kansas City Attack Professional Indoor Soccer team as public relations director, the Kansas City Brass of the Premier Development Soccer League as media relations director and the Kansas City Chiefs in ticket operations. Cundith's extensive writing background also includes coverage for Sun Publications, Major Indoor Lacrosse League, Kansas City Golf and Travel Magazine and the Kansas Jayhawk Community College Conference.

In addition to his duties as sports information director, Cundith also teaches golf for the physical education department and coordinates JCCC's summer youth golf camps. In the summer of 1999, Cundith aced the 488-yard par 5 sixth hole at Oak Country Golf Club in DeSoto, Kan., while conducting a camp. His ace was just eight yards shy of the world record.

Cundith graduated from the University of Kansas in 1987 with a bachelor's degree in communications. In 1990, he earned his master's degree in education/sports administration from Wichita State University.

Cundith and his wife, Annette, have a son, Brandon, 14; and daughter, Kelsey, 12.

MANHATTAN COLLEGE

Dombroski Named Director

Manhattan College recently named Stephen Dombroski director of sports information. Dombroski, a native of Latham, N.Y., will oversee the media relations for the Jaspers 19 Division I athletic programs.

Dombroski comes to Manhattan most recently from Siena College where he served as assistant sports information director. In this role, he aided in the public relations of the Siena Athletic Department. Specifically, Dombroski worked closely with the Saints men's and women's basketball programs.

Prior to Siena, Dombroski served as a graduate assistant at Wagner College earning his master's degree in business administration with a concentration in marketing. Additionally, Dombroski held an internship in public relations at Madison Square Garden. In this capacity, he was responsible for media services for all Sports Properties events, including college basketball and professional boxing, in addition the public relations for MSG Networks.

Prior to his tenure at Madison Square Garden, Dombroski worked with the New Jersey Pride Professional Lacrosse team for the 2005 season in both marketing and public relations capacities. Dombroski has also assisted with media relations of the NCAA Men's Basketball Championship for the past five years (2003-2007) and the Women's Basketball Championship in Trenton (2006).

Dombroski, a graduate of Siena College, holds a bachelors degree of science in marketing and management with a minor in psychology. In addition, Dombroski was a four year letterwinner on the men's lacrosse team. In 2003, he attended the NCAA Student-Athlete Leadership Conference on behalf of Siena and the NCAA. In this role, Dombroski sat at the forefront of college athletics and tackled the ever-changing rules of the NCAA. Dombroski was a member of the MAAC Student Athlete Advisory Council (SAAC), while also serving on the Siena's Student Athlete Advisory Council.

MONTEVALLO

Former SID Named AD

Former sports information professional James "Jim" Herlihy will bring nearly 20 years of experience in athletic administration to his new position as director of intercollegiate athletics at the University of Montevallo.

Currently assistant athletic director at Florida Gulf Coast University in Fort Myers, Herlihy was the sports information director at Bates College in Lewiston, Maine, where he was the primary media contact for a 26-sport NCAA Division III program and coordinated ECAC championships in four sports. He began his career as the assistant sports information director for a 17-sport NCAA Division III program at Plymouth State University in New Hampshire.

During his years at FGCU, Herlihy has supervised marketing, promotions, media relations and broadcasting. He also has assisted with athletic development as FGCU transitioned into full-time NCAA Division II status, and now as it is reclassifying to Division I as a member of the Atlantic Sun Conference. In addition, he is the program administrator for men's soccer, men's golf, and men's and women's cross-country. Herlihy oversees personnel management, budget management, external relations and facilities and operations at FGCU. He also is the radio voice for FGCU basketball and baseball. A member of the FGCU athletics staff since 2004, he was promoted to his current position in 2006.

Herlihy has more than 20 years of management and marketing experience in college and professional sports.

Before relocating to Southwest Florida, Montevallo's new A.D. spent more than a decade working in professional baseball. Herlihy spent six years with the Philadelphia Phillies baseball team, serving in management roles in both corporate sponsorship sales and marketing, as well as in public relations. His four seasons with the Texas Rangers included service as the club's director of Florida operations in Charlotte County, where he was responsible for an 82-acre complex with 65 employees.
Associate Athletic Director and Sports Information Director Mark Bankert was among six inductees recently inducted into the Malone College Athletics Hall of Fame.

Established in 1985, the Malone College Athletics Hall of Fame recognizes individuals who have distinguished themselves in athletics while at the College. To qualify, athlete inductees must be graduates of Malone, must have graduated at least ten years prior to selection, must exemplify the highest ideals of intercollegiate athletics and must have earned two letters in one or more sports. As a coach, they must have served the College ten or more years. This year, a new provision was established to allow athletics administrators or other support personnel to become eligible, again with a minimum of 10 years of service to the College.

Bankert, Associate Athletic Director and Sports Information Director at Malone, is currently in his 21st year at the College and becomes the first inductee elected under the new “administrator or support personnel” provision. In 1987, Bankert became Malone’s first full-time Sports Information Director and has since also served as Administrative Assistant-Athletics, Assistant Athletic Director and most recently as an Associate Athletic Director (2006).

Bankert, a 1980 graduate of Sandy Valley High School, earned a B.S. in Business Administration at The Ohio State University in 1984 and also earned a Masters degree in Sports Administration & Facility Management at Ohio University in 1986, completing an internship with the Cleveland Browns during his masters program. He also worked for the NFL’s Public Relations Department at the 1985 and 1986 Super Bowls. Bankert has been very involved nationally with the NAIA Sports Information Director’s Association, having served on the NAIA-SIDA Executive Board for over 10 years, including serving as President in 1998 and 1999. In addition, he was named the NAIA Sports Information Director of the Year in 1998. Mark is also a part-time instructor in the College’s Health and Human Performance Department, overseeing Sports Management practicums and internships.

Bankert resides in Canton with his wife, Colleen, and their three children, Rebecca (16), Joel (14) and Joshua (12).
It is “March Madness” time, which means the beginning of the end of the winter season and the beginning of the spring campaign. Here are a few NCAA hints that will help you in the transition.

ROSTERS

Please make sure that you have entered your spring rosters for baseball, softball and men’s and women’s lacrosse. The rosters can be updated throughout the particular season. You can add or delete players as the season progresses, but anyone who has any stats recorded during the season cannot be deleted. By entering your rosters now, you save your conference sports information director headaches when he or she begins the weekly reporting. You will also save yourself trouble when it is time for you to enter your final statistics. Please don’t send your conference SID box scores that have players listed with just a uniform number and no name. These will appear in your stats here, and since they’re listed with a game played – will remain on your stats.

When you are entering your roster for each individual sport, the NCAA Staff has a few pointers for you.

1) Enter the eligibility year for each individual student-athlete, not their class in school.
2) When a player is no longer on the team, you need to DELETE each player and number instead of just typing over the past individual. We have had a number of incidents where a new name was combined with a former player’s id number and the new athlete was credited with the former player’s statistics. So to make sure this does not happen, we ask that you DELETE the old player and add the new player.

HELPFUL HINTS

Baseball and softball have a couple of unique situations that we want everyone to understand before the season begins.

Many of your teams will host tournament (either regular-season or post-season) and during those tournaments the host may need to be the visiting team in the Statcrew software. While in the “Game Info” menu, simply put in an ‘H’ in the neutral site box. Statcrew will then recognize this as a “home” game for the team batting first. This is very important for home win-loss records and for attendance at the end of the season.

In softball, your team may use the international tiebreaker rule and you will be required to place a runner at second base before the extra inning begins. The FAQ section on www.statcrew.com is very helpful if you have a question about how to do that. It says:

To place a runner on 2nd base to start the extra inning(s), enter R:#,b where
# represents the spot in the lineup of the runner to be placed on base (not the defensive position or uniform number), and b represents the base number. For example, R:7,2 would place batter number 7 on second base. Then continue scoring the inning as usual.

Regarding the scoring for the international tiebreaker, if this runner scores, the run is automatically scored as team unearned by TAS, so the run does not affect the pitcher’s earned run average. There are no other ramifications to this pitcher’s ERA by scoring the play this way, so we suggest letting the software handle it (taking the pitcher out of the game for that runner will affect complete game stats, etc.).

NCAA STATISTICS POLICIES NOW ONLINE

The NCAA Statistics Policies are now available on the NCAA web site. You can access a pdf version of the policies by going to www.ncaa.org and clicking on statistics.

Please let us know if you have any problems accessing the policies.

CHANGING OFFICIAL STATISTICS

When an error or discrepancy in the official statistics is discovered after a contest has concluded and the official statistics have been distributed, use the following procedure.

If the sports information director of the home team discovers the error, that SID must alert the visiting team SID of the change within one week. The home SID also must confirm the changes with the visiting SID in writing within 10 days. If applicable, the home SID also must send a copy of the changes to the conference office.

If the visiting SID needs to make a change in the final statistics, he or she must call the home team’s SID within one week after the event. If the home team SID agrees, then the home team SID must confirm the changes to the visiting SID in writing and send a copy to the conference office, if applicable.

If the home team SID disagrees with the change, then the visiting SID must accept the final statistics as listed by the home team. The visiting team SID cannot alter any statistics without the consent of the home team SID. There is no further appeal. However, if the game was televised and/or videotaped, and the dispute involves a non-judgmental call, the box score should be corrected if there is indisputable visual evidence. Example: An official scorer in basketball credited the wrong player with a free throw made and the videotape clearly shows a different player shooting, then the correct player should be credited with the free throw made and attempted. If the dispute is whether there was an assist on a certain play, this is a judgment call and the official box score should stand as is. Another example: In soccer, a player was given credit for a goal scored but videotape shows clear visual evidence that another player actually scored the goal, the official box score should then be changed to reflect the correction.

In all cases in all sports, if a change is to be made, the SID making the change must inform the other SID within one week after the event or game has been played. In baseball or softball, the official scorer has just 24 hours to make a change on a judgment call (e.g., hit or error). If the change in baseball or softball is on something other than an official scorer’s judgment, then the SID must follow the above procedures and do so within one week. In FBS or FCS football, an SID should follow this same procedure.
**SPRING MEDIA GUIDES**

We would like to thank everybody who has sent in fall and winter sports media guides. With the number of guides currently available on school’s Web sites, we have determined we no longer need printed media guides if your publications are available online. However, if a guide is not available on your Internet site, please send a copy, including sports that the NCAA does not compile national statistics as soon as the publication is complete. Send the publications to:

**NCAA Statistics Staff**  
P.O. Box 6222  
Indianapolis, IN 46206

**FOOTBALL SCHEDULES**

Starting in March, the link will be open for you to provide us with your institution’s 2008 football schedule. The procedure for entering your schedule has not changed for the 2008 campaign.

**IF YOU HAVE ANY QUESTIONS**

Contact the appropriate person:

**NCAA SPRING STATISTICAL CONTACTS**

So that you know whom to call with regards to specific spring sports, here is a list of NCAA statistics contacts and the sports for which they are primarily responsible:

- Sean Straziscar (sstraziscar@ncaa.org)  
  Baseball (Divisions I and II)
- Jeff Williams (jswilliams@ncaa.org)  
  Baseball (Division III)
- Bonnie Senappe (bsenappe@ncaa.org)  
  Softball (Divisions I and II)
- Jim Wright (jimwright@ncaa.org)  
  Softball (Division III)
- Jenn Blomenberg (jblomenberg@ncaa.org)  
  Men’s lacrosse (all divisions)
- J.D. Hamilton (jhamilton@ncaa.org)  
  Women’s lacrosse (all divisions)

Here is the link where you log in for score reporting:

http://web1.ncaa.org/champsel/exec/login

**RECORD BOOKS**

Please be aware that all current record books can be viewed or purchased online at www.ncaa.org. Click statistics and follow the appropriate links under “Records and Championship Statistics.”

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**HELPFUL NCAA STATISTICS WEBSITES**

- Statistics (Weekly statistics can be found on this site)  
  http://www.ncaa.org/stats/
- Career Statistics (Generate Individual and Coaching searches along with career statistics and wins and losses)  
  http://web1.ncaa.org/careerStats/StatsSrv/careersearch

Membership Login Page (Update Rosters, Schedules and Statistics) - http://web1.ncaa.org/stats/StatsSrv/login

**OTHER HELPFUL NCAA WEBSITES**

- Logo Login Page (Download NCAA logos, including championship logos) –  
  http://www.ncaa.org/bbplogo/logo.cgi
With
Tim Kennedy
Sports Information Director
Gustavus Adolphus College
St. Peter, Minnesota

1. Talk about your career path. Where have you been and who are the people who have influenced you?
I have not moved around a lot during my career as I did my graduate work in athletic administration at Western Illinois University (1983-85) and then returned to Gustavus Adolphus in 1985 where I have worked for the past 23 years. In addition to my sports information duties at Gustavus I have also served as the head women's basketball coach, the head women's soccer coach and the assistant women's softball coach. In regards to influences, there are two individuals in particular who shaped my career in athletic administration and sports information. One is Steve Waldhauser, the current Director of Publications at Gustavus and the other is Bonnie Barker, currently a public information specialist at Western Illinois. I worked for Steve Waldhauser in the sports information office at Gustavus while I was a student and he taught me the fundamentals of media relations and challenged me to become a good writer. He insisted that I learn AP style from the start and stressed the importance of writing a good lead to a game story, two skills that have really served as the foundation of my communications career. I worked for Bonnie Barker as a graduate assistant at Western Illinois and she showed me how to organize an office and build solid working relationships with the media. Bonnie was a very organized person and I learned a lot about being efficient during the 18 months I worked with her. I was very fortunate to have the opportunity to learn from two consummate professionals so early in my career.

2. What keeps you at Gustavus and in Division III?
I am a firm believer in the Division III philosophy of balancing academics and athletics. It is my belief that athletics support the mission of a strong educational institution and Gustavus is a place that is thoroughly committed to excellence both academically and athletically. I am very happy working in that type of an environment. I have been fortunate to spend my entire career with a coaching staff, teaching faculty and administration that is dedicated to helping young people learn important life lessons through athletics and recreation. I have been blessed to work with a group of people who truly are my very good friends and I cannot wait to come to work (almost) every day (Gustavus is a very special place, but it is not Utopia. We all have our bad days once in a while!).

3. As the demands placed on SIDs continue to grow, are there tasks that you’ve decided to eliminate?
Clearly the advent of the internet increased the demands placed on SIDs as it essentially made the job 24/7. People clearly expect results to be posted in real time or shortly thereafter. I am not one of those who curses the internet for the challenges that face us as a profession, however I certainly wrestle with the consequences like everyone else. I think it is important for us to draw the line sometimes and say we just can’t do it all. For example is it really necessary to have live stats, live audio and live video of our athletic events? I wonder about this. However, for some institutions it works because their parent and alumni base is spread around the country and the world.

Anyway, I digress – in regards to the question about eliminating tasks and creating shortcuts – after long deliberation we decided to stop producing media guides about three years ago. Please call me if you want the long answer, but the short answer is that we already had much of that information on our Web site and we were duplicating the effort. We decided we were going to focus our energies on our Web site so that people could come to one place and access the appropriate information in a timely and (hopefully) efficient manner. We are still learning and evolving, however the feedback we have received is positive.

Finally, advice for those struggling to keep up (and yes, I am one of them). I continue to focus on finding ways to consolidate tasks. Write a release in such a way that it can be used for the weekly release, notes to the conference office, the game program and the Web site.

4. How do you maintain balance in your life?
My family keeps me balanced. I am blessed with a very supportive wife and two loving daughters. They appreciate and support my love for Gustavus and collegiate athletics. I certainly have gained balance in my life as I have grown older. When I was young and single, I had one focus and that was Gustavus athletics. However, as I have grown older I have come to realize that there is more to life than work. Yes, I do often work 60 hours a week during the school year, however I make sure that the time I spend with my family is quality time and I work hard to get home for our evening meal every day even if I have to go back to work for a home event. I am also fortunate to receive
significant support from the Gustavus administration. I have a graduate assistant who essentially works for me full-time, and I have a group of 17 students who help me through the work-study program. I have been able to delegate quite a bit of work and this has allowed us to be aggressive in the types of services our office can provide to the athletics department and the college.

5. If you weren’t an SID, what would you like to do and why?
I would like to teach English at the high school level and coach (preferably basketball). I have really gained an appreciation for the importance of being able to write effectively and my experience with the college students I often work with is that they are not bringing very strong writing skills with them to college. I would like to try to find a way to make writing enjoyable and impress upon them what an important role it can play in their overall education. I would also like to coach because I have a genuine passion for helping young people grow and learn through athletic competition.

Five Questions Interviews conducted by:
Larry Happel
Associate Director of Marketing/Media Relations
and Sports Information Director
Central College

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2008 Workshop
Tampa
Marriott Waterside

June 29 - July 2
CoSIDA Board Minutes
January 31, 2008

COSIDA OFFICERS CALL MINUTES
President Charles Bloom did a roll call.

On the call were President Charles Bloom, First Vice President Nick Joos, Second Vice President Justin Doherty, Third Vice President Larry Dougherty, Treasurer Dave Wohlhueter, Secretary Jeff Hodges, Director of Marketing Ed Carpenter, Director of On-line Services Jamie Joss and John Humenik.

I. Bloom said a release had been distributed and posted on the CoSIDA website announcing the selection of CoSIDA's first Executive Director, John Humenik. Bloom said Humenik would begin his duties March 1. Bloom said he had asked Humenik to join the call to cover issues regarding the implementation of the Executive Director position. Humenik said he had talked to CoSIDA's attorney and was setting up the process for an electronic salary transfer each month. He said he had also talked to Wohlhueter about how to handle receipts for travel, expense reports, mileage, cell phone, utilities, etc. Wohlhueter said that $8,000 had been set aside for office expense and that he just needed to work within that budget. Humenik also asked the board about travel for the month of March and if that should include the Final Fours. The board felt it would be good for Humenik to attend both the men's and women's Final Four. Wohlhueter said the annual operating budget for the Executive Director wouldn't kick in until June so it would be best to wait and plan the majority of future travel after that point.

II. Bloom asked about speakers for the upcoming 2008 CoSIDA Workshop in Tampa and if a budget should be set or if the program committee should deal with each on an individual basis. Wohlhueter said board members have a nine-year report on what has been spent on speakers in the past and Joos said he would talk to each prospective speaker and see what was reasonable. In the past, speakers compensation has varied from donating their time to honorariums or complimentary rooms provided by CoSIDA. There was discussion of possibly having an Academic All-America Hall of Fame inductee as a featured speaker at another function. Wohlhueter asked when the AAA inductee as a featured speaker at another Academic All-America Hall of Fame complimentary rooms provided by CoSIDA.

III. Doherty said letters had gone out for door prize donations and breakfast sponsors. He said he had contacted professional organizations, Division I conferences and bowl games and that College Division Representative Jim Seavey was sending letters to college division conferences and organizations. Wohlhueter asked Doherty to also be looking for any items for workshop goodie bags but said we would need around 900 of the item. Doherty said the Tampa Bay Buccaneers were interested in getting involved in the workshop and he would be contacting them.

IV. Joos asked if there was flexibility in the social schedule or if events were already scheduled along the timeline of previous workshops. Carpenter said that many of the corporate partners with sponsored events liked having them at the same time or date each year but there is flexibility. Joos said the social committee was looking for ways to be creative and bring new life to the Workshop. Doherty said he had a conference call with the social committee after the board call and would relay their thoughts back to the board on the next call.

V. Carpenter said he had spoken with Danny Chu and that DigiPixArt was coming on as a $20,000 sponsor. They had forwarded an article and ad for the March Digest to Jeff Hodges. Humenik asked what they would receive for that level of sponsorship. Carpenter said the levels were posted on the CoSIDA website but he said he would forward the info. to Humenik.

VI. Carpenter talked to the board about a golf tournament proposal that would involve a sponsorship commitment to CoSIDA. After discussion, it was decided that the potential sponsor would be given 5-10 minutes on the CoSIDA board call on February 14 to present his proposal.

VII. Carpenter said he had talked to Josh Krulewitz at ESPN. He said ESPN was interested in having its reception in conjunction with the Academic All-America Hall of Fame presentation, as it did in 2007. He said he had not gotten the signed contract back from ESPN for the Academic All-America program but was still working on it.

VIII. Carpenter said he had received one entry so far for the CoSIDA logo contest. Hodges said the information was published in the February Digest, which is in the mail, and is also posted on the website.

IX. Carpenter said Rick McCabe, CoSIDA's contact at Sports Illustrated for several years, was no longer with SI. He said he had talked to the new contact and had forwarded him information about the magazine's sponsorship with CoSIDA in the past. He said he had not heard back from him yet.

X. Dougherty said nominations were being received on-line for the 2008 CoSIDA awards and he said he was hoping to be able to conduct the voting on-line as well.

XI. There was discussion of a proposed registration fee increase of $25 for the 2008 Workshop. The increase is necessary to help with continuing rising meal and convention costs. It would also help insure that the Workshop pays for itself, since money is already being spent from the general fund for the Executive Director position. The $25 increase would be across the board. The officers said they were unanimously in favor of the increase and would present the proposal to the full board on the February 14 call.

XII. Bloom said he had planned to give a recap of several of the CoSIDA board members' trip to NCAA headquarters in Indianapolis but would do that at a later time. He said everything had gone well.

XIII. There was discussion of the CoSIDA board appointing a member to the NCAA Statistics Board. After discussion, the officers decided to ask At Large Representative AnnMarie Person if she would be interested in serving in the position.

XIV. There was a lengthy discussion about CoSIDA’s membership setup and whether memberships should be individual or institutional - and how to deal with them in a system that would allow on-line membership registration. Joss said he would continue the discussion with Humenik after the call and would report back to the board.

The call was adjourned.
COSIDA ANNUAL MEMBERSHIP, WORKSHOP ATTENDANCE

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**CoSIDA**

**2007-08 MEMBERSHIP APPLICATION**

**NAME:**

______________________________________________

**COLLEGE AFFILIATION:**

______________________________________________

**POSITION:**

______________________________________________

**MAILING ADDRESS:**

______________________________________________

______________________________________________

TELEPHONE: (OFFICE) ________________ (HOME) ________________

**EMAIL ADDRESS:**

______________________________________________

**MEMBERSHIP CATEGORY:**

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