

CoSIDA

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA



2014-15 PUBLICATIONS CONTESTS OPEN

PLUS

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CoSIDA E-Digest

NOVEMBER 2014

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CoSIDA Special Awards

Now is the time to nominate . . .

There are more than a dozen **CoSIDA** awards that members can nominate worthy candidates for each year, in addition to self-nominating for 25-Year Service awards and Lifetime Achievement awards that go to members with more than 25 years of service who are retiring.

To begin the nominating process:

- go to <http://forms.cosida.com/aa/login.aspx>
- use your CoSIDA user name & password
- at the “CoSIDA Award Nomination/Voting System” page, select “**Nominate for a CoSIDA Award**” link and submit your nomination(s)

Deadline: SUNDAY, FEB. 1, 2015 at MIDNIGHT EASTERN.

CoSIDA awards by the numbers . . .

Since **CoSIDA** created its Special Awards program in 1958, the organization has presented **788** total awards to **508** different individuals. There have been **168** individuals who have received multiple CoSIDA awards.

There are **193** members who have been inducted into the **CoSIDA Hall of Fame** since the organization held its first induction in 1969. Those inductees represent **40** different states and Canada, as well as **146** different schools or organizations. There were **39** inductees in the initial CoSIDA Hall of Fame class in 1969.

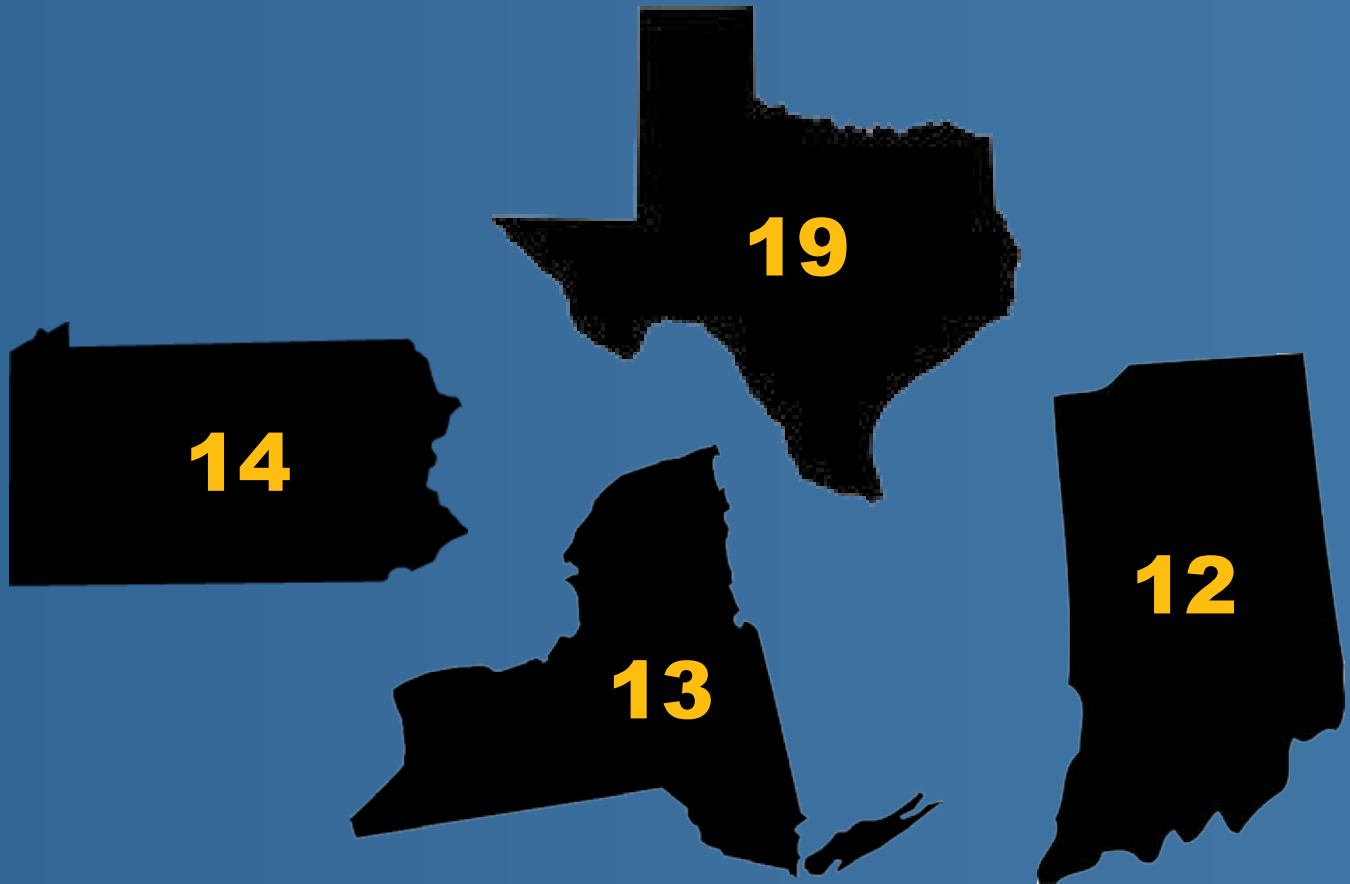
New for 2015 . . .

The **CoSIDA** Achievement Award will be presented for the first time at the 2015 Convention with one honoree in the University Division and one in the College Division. The award will be presented to an assistant or associate in an athletic media relations office who has made outstanding contributions to the field of college sports information, and who by his or her activities, has provided exceptional service and dedication to their institutions or conference office. Nominee must have 10 or more years experience in the profession. This award is designed for a candidate that has not been the recipient of any previous CoSIDA major award (Arch Ward, Warren Berg, Hall of Fame) in his or her career.

CoSIDA Hall of Fame

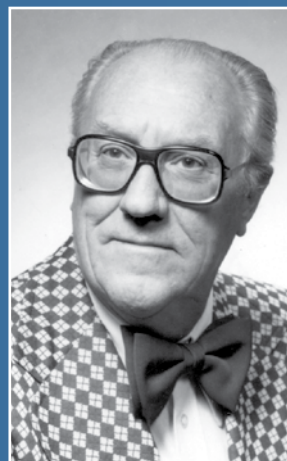
STATES

With the most CoSIDA Hall of Fame Members

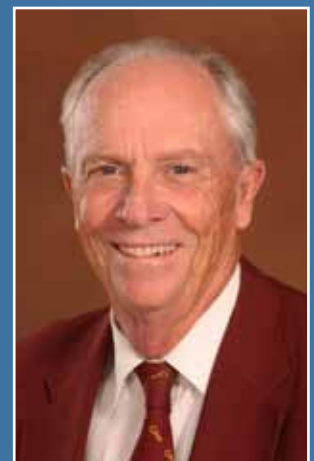


LIKE FATHER, LIKE SON

The CoSIDA Hall of Fame includes one father-son combo in Fred Stabley, Sr., and Fred Stabley, Jr. The senior Stabley was inducted in the initial hall of fame class in 1969 representing Michigan State. Stabley, Jr., was inducted in 2013 representing Central Michigan.



Fred Stabley, Sr.



Fred Stabley, Jr.

NOMINATE TODAY FOR 2015 CoSIDA SPECIAL AWARDS

Nominations for CoSIDA's annual special awards are now accepted year-round at www.cosida.com. You may nominate online for all of CoSIDA's 16 special award categories with a deadline for the 2015 awards of **FEBRUARY 1, 2015 (Midnight ET)**.

Under the drop down Membership link at **www.cosida.com**, go to Special Awards Online Nomination/Voting to begin the nomination process.

NOMINATE TODAY CoSIDA Special Award Descriptions

CoSIDA HALL OF FAME

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

25-YEAR AWARD RECIPIENTS

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

ARCH WARD AWARD RECIPIENTS

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

WARREN BERG AWARD RECIPIENTS

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

JAKE WADE AWARD RECIPIENTS

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

BOB KENWORTHY COMMUNITY SERVICE AWARD RECIPIENTS

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

LESTER JORDAN AWARD RECIPIENTS

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

MARY JO HAVERBECK 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. In March of 2014, the award was named in honor of the first recipient, the late and former Penn State associate SID Mary Jo Haverbeck. Voted on by the Special Awards Committee.

BUD NANGLE AWARD RECIPIENTS

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.

NOMINATE TODAY FOR 2015 CoSIDA SPECIAL AWARDS

RISING STAR AWARD RECIPIENTS

Presented to a University Division member and a College Division 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.

COSIDA ACHIEVEMENT AWARD

Annually presented to an assistant or associate in an athletic media relations office in the University Division Member and in the College Division Member who has made outstanding contributions to the field of college sports information, and who by his or her activities, has provided exceptional service and dedication to their institutions or conference office. Nominee must have 10 or more years experience in the profession. This award is designed for a candidate that has not been the recipient of any previous CoSIDA major award (Arch Ward, Warren Berg, Hall of Fame) in his or her career.



**NEW
FOR
2015**

**CoSIDA
Achievement
Award**

**Presented to
College &
University Divisions**

PUBLICATIONS CONTEST

FIRST SUBMISSIONS DUE JANUARY 17, 2015

CoSIDA Membership:

CoSIDA sponsors a variety of media guide/publication contests and an annual writing contest for its members, with every CoSIDA member at every level having the opportunity to receive recognition for his/her work. It is no small honor to earn an award since the judging is done by news media/communications professionals who utilize those publications in their work.

Please note that only current 2014-15 dues-paying members of CoSIDA may enter any of these contests.

ENTRIES & DEADLINES

The committee accepts both hard copies and PDF copies of the entries. There will be a **SATURDAY, January 17, 2015** submission/collection deadline for fall sports and basketball related contests, and a **MONDAY, March 30, 2015** collection deadline for the remainder of the winter/spring sports categories.

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

2014-15 Publications Committee Chair
Tyler Cundith, Johnson County Community College
email: tcundith@jccc.edu



PUBLICATIONS CONTEST

CONTESTS GENERAL INFORMATION

DEADLINE:

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

ENTRY FORMS:

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

CONTEST TYPES:

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

DIVISIONS:

We have two divisions – college and university. The university division is all Division I schools. The college division is everyone else.

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 pre-season 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.

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

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

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

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

SINGLE SPORT GUIDES: Three divisions are offered for guides or guides which do not fit into other contest categories. These are preseason publications that are produced once a year and have a primary purpose of providing information to the media. Any NCAA-recognized sport or emerging sports that does not have a specific category would fit into this contest. A men's and women's combined book in an NCAA combined sport (fencing) should be entered in this category. Other men's and women's combined books for the same sport should be entered in multi-sport guides.

Any sport which has 20 or more entries two years in a row will evolve into its own contest. A "Best In The Nation" award will be presented for each sport which has two or more entries. This award will be without regard for divisional classification. An entrant could have multiple entries, several of which could place in this contest. Three copies of the guide, with entry forms attached to at least one (all three preferred), are required.

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

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

QUESTIONS?

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

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

PUBLICATIONS CONTEST COORDINATORS/DEADLINES

CONTEST	COORDINATOR	SUBMISSION DEADLINE	RESULTS DATE
Cross Country Media Guides	Rich Moser	Jan. 17	March 16
• College Division Football	Jay Garneau	Jan. 17	March 16
Fall Posters University	Mike Morgan	Jan. 17	March 16
Football Media Guides FBS	Kelvin Queliz	Jan. 17	March 16
Football Media Guides FCS	Brian Kortz	Jan. 17	March 16
Football Posters University	Ricky Webster	Jan. 17	March 16
Football Game Programs	Sammi Sheppard	Jan. 17	March 16
Men's Soccer Media Guides	Kevin Maloney	Jan. 17	March 16
Women's Soccer Media Guides	Jared Verner	Jan. 17	March 16
Volleyball Guides	Jeremy Wu	Jan. 17	March 16
Women's Basketball Media Guides - College	Randy Peterson	Jan. 17	March 16
Men's Basketball Media Guide - College	Daniel Ruede	Jan. 17	March 16
Women's Basketball Media Guides - University	Hunter Bower	Jan. 17	March 16
Men's Basketball Media Guides - University	Brandon Johnson	Jan. 17	March 16
Basketball Programs	Rama Peroo	Jan. 17	March 16
Basketball Posters University	Tyler Cundith	Jan. 17	March 16
Winter At-Large Media Guides (<i>Field Hockey, Wrestling, Gymnastics, Ice Hockey, Swim and Dive</i>)	Zach Freeman	March 30	June 1
Multi-Sport Media Guides	Paul Goldberg	March 30	June 1
Baseball Media Guides	Blake Freeland	March 30	June 1
Single-Sport Media Guides	Pat Madden	March 30	June 1
Conference Media Guides	Gene Cassell	March 30	June 1
^ College Posters	Candice Kelm	March 30	June 1
Special Events	Tyler Cundith	March 30	June 1
Single-Sport Programs	Francis Tommasino	March 30	June 1
Softball Media Guides	Roy Allen	March 30	June 1
Winter, Spring Posters University	Brandon Scardigli	March 30	June 1
Spring At-Large Media Guides (<i>Golf, Tennis, Track and Lacrosse</i>)	Dave Beyer	March 30	June 1
Postseason Media Guides	Chad Grubbs	March 30	June 1

• For football this is NAIA, NCAA D-II, NCAA D-III

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

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

PUBLICATIONS CONTEST COORDINATORS MAILING LIST

Name	College/University	Address	City, State, ZIP
Roy Allen	Seward County CC	POB 1137	Liberal, KS 67905
Dave Beyer	McMurry University	1401 Sayles Blvd.	Abilene, TX 79605
Hunter Bower	McNeese State University	700 E. McNeese Street	Lake Charles, LA 70609
Gene Cassell	Washburn University	1700 SW College	Topeka, KS 66621
Tyler Cundith	Johnson County CC	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
Jay Garneau	Wake Forest University	519 Deacon Blvd.	Winston-Salem, NC 27105
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
Brandon Johnson	Transylvania University	300 North Broadway	Lexington, KY 40508
Candice Kelm	McLennan Community College	1400 College Drive	Waco, TX 76078
Brian Kortz	Western New Mexico University	1000 W. College Ave.	Silver City, NM 88061
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 Avenue, Lantz Arena	Charleston, IL 61920
Rama Peroo	Cowley College	125 S. 2nd, Box 1147	Arkansas City, KS 67005
Randy Peterson	Kansas State University	Bramlage Coliseum, Suite 37 1800 College Ave.	Manhattan, KS 66052-3355
Kelvin Queliz	Texas A&M University-Kingsville	700 University Blvd., MSC 202	Kingsville, TX 78363
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.	Riverside, CA 92504
Francis Tommasino	Christopher Newport University	Freeman Center, 1 University Place	Newport News, VA 23606
Jared Verner	Univ. of Colo.-Colorado Springs	1420 Austin Bluffs Pkwy.	Colorado Springs, CO 80918
Ricky Webster	Marshalltown CC	3700 S. Center Street	Marshalltown, IA 50158
Jeremy Wu	Univ. of Southern California	HER-103, 3501 Watt Way	Los Angeles, CA 90089-0601

PUBLICATIONS CONTEST

2014-15 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: College or University CoSIDA Dist. (1-8)

Institution: _____

E-mailAddress: _____

NationalAffiliation: _____

Conference (for entered sport): _____

Is this sport an Independent? Yes No

Was the COVER designed by an outside agency (non-SID, non-university) 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?

An Evolution of FAME: 15 Years of Progress

At the 2011 CoSIDA Convention in Marco Island, Fla., I was humbled to receive the CoSIDA Rising Star Award (for University Division members), one of the organization's highest honors. CoSIDA Past President Justin Doherty, associate AD for external relations at Wisconsin, introduced me in front of an awards luncheon assembly of fellow athletic media relations directors, family and friends. This professional accolade provided me more than my fair share of fame over the years and changed my career arc.



Chevonne Mansfield



It is not a coincidence that I received my CoSIDA honor a year after becoming involved with FAME (Female Athletic Media Relations Executives), a support and networking system for the women in CoSIDA. I believe my affiliation with FAME and its mission helped me get to where I am today.

FAME, a subset group of CoSIDA, discusses issues facing women in the sports media relations field and develops appropriate strategies to deal with those issues. The organization is the brainchild of the late Mary Jo Haverbeck, Penn State's former associate sports information director. Haverbeck was the first woman inducted into the CoSIDA Hall of Fame (1995) and the organization's Trailblazer Award was recently named in her honor; she was the first recipient of that award.

FAME was officially founded in 2000 at the CoSIDA Convention in St. Louis, but current co-chair Diane Nordstrom (Wisconsin) was involved with FAME before it was official. Informal meetings and networking was taking place in the early 1990s at the Convention.

"I remember some of the early CoSIDA Conventions that I attended and the women SIDs would meet to talk about the issues that female SIDs faced," Nordstrom said. "I remember looking up to SID pioneers such as Chris Plonsky at Texas, Chris Dawson at California, Debbie Jennings at Tennessee, Mary Jo Haverbeck, Debbie (Harmison) White and of course, my boss and mentor Tam Flarup at Wisconsin. They all taught me the importance of supporting and helping the women in our profession."

I became involved with FAME in 2010 during the CoSIDA Convention in San Francisco, meeting co-chair Natalia Ciccone (Pac-12 Conference) at the organization's gathering and immediately felt drawn to the group and their focus.

"I went to about eight meetings in a row. The message was always the same, and recently, we've changed our approach to be more proactive and immerse ourselves in Convention planning and FAME social media conversations," Ciccone said when asked about the early days of FAME and how it has evolved. "She (Mary Jo) invited me to go to the meeting when I told her I was going to CoSIDA, and I went every year. She introduced me to the legends."

CoSIDA Director of External Affairs Barb Kowal was with UConn and Texas during the early formative years of FAME.

"The historical significance of FAME began so that women, about a six percent membership in CoSIDA at the time, would have a voice in the profession, in CoSIDA leadership positions, and we sought to have our professional and work life/balance issues addressed. The meetings and networking evolved to more strategic sessions, and we invited special guests, such as (former Tennessee coach) Pat Summit, to address us on topics of leadership and women gaining influence in college athletics administration. FAME members would pick up the phone or email colleagues, year-round, offering support and advice. Many of us gained great confidence and peer support as we strove to be significant contributors and influencers in CoSIDA and at our universities and conferences," Kowal said.

Fourteen years later, Haverbeck's vision has come full circle. FAME hosts Convention panels and mixers each year, has an active social media presence, contributes to CoSIDA's year-round continuing education programming and co-hosted a social with NACWAA at the 2014 NACDA and Affiliates Convention.

Women are in key leadership positions throughout CoSIDA; the organization is fresh off a successful presidency by Auburn's Shelly Poe, the third woman to serve in that CoSIDA role. Judy Willson, Mountain West Conference associate communications director, takes the reigns as CoSIDA president in 2015, the same year which also marks the 15th anniversary of FAME's founding. Cindy Potter (Columbia College, Mo.) leads the NAIA-SIDA group within CoSIDA and recently completed a three-year term on the Board of Directors. I am in my second year as an at-large member of the CoSIDA Board. FAME was instrumental in my success and a great support system as I became only the second woman of color to serve on the Board.

"When FAME became an official part of CoSIDA, it gave voice to not only the women in our profession but any members, male or female, looking for a forum to discuss the issues and problems unique to athletic communications," Nordstrom added.

"We just have to continue to work better at connecting everything better so people understand who we are and why we're important (as a group)," Ciccone said.

A recent report released by The Institute for Diversity and Ethics in Sport (TIDES) in August 2014 shows fewer women holding jobs in college sports and only a small improvement in racial diversity. The report stated that women held 12.6, 10, and 13.3 percent of the athletic media relations/sports information positions in NCAA Divisions I, II, and III, respectively.

As these recent studies show, there is still significant work to be done, and FAME will continue its long-held mission – to encourage diversity, promote positive work environments and support equal opportunities for all.

Chevonne Mansfield is the director of communications at the American Athletic Conference and serves on the CoSIDA Board of Directors as an at-large representative.

***The following corporate partners have
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2014 NACWAA Convention: Louisville Site for “Lift As We Rise” Challenge



Above, the 2014 NACWAA Administrator of Tomorrow Award recipients: CoSIDA member Kaylyn Smith (Commonwealth Coast Conference/Massachusetts College of Liberal Arts), is flanked by Sara Steinman (Moravian) and Julia Martin (University of Pennsylvania).

By Barb Kowal and Chevonne Mansfield

The annual National Association of Collegiate Women Athletic Administrators (NACWAA) National Convention is a premier leadership summit for women working in intercollegiate athletics. NACWAA is dedicated to empowering, developing and advancing the success of women throughout college athletics.

The 2014 NACWAA National Convention was held Oct. 12-15 in Louisville, Kentucky, and CoSIDA was well represented at the annual conference. NACWAA celebrated 35 years as an organization in Louisville with “Lift As We Rise” the overall message and theme of the convention.

More than 750 leaders in the athletic profession from every level of college sports were in attendance, and more than 100 speakers and presenters participated. The NACWAA members range from athletic directors at NCAA Division I “power conferences” to graduate assistants at two-year institutions – with programming, fellowship, mentoring and networking opportunities available for all. Women at all levels of athletic administration can benefit from attending as ideas and experiences are shared freely

by presenters – and attendees – alike.

During the convention, attendees were urged to “Lift As We Rise” - an initiative for female administrators to understand the importance of assisting others as they advance their skills and leadership opportunities, with the over-arching goal to ultimately improve the collegiate administrative landscape. An important part of the dialogue throughout the conference revolved around providing women in athletics with the appropriate tools to succeed. CoSIDA was represented in Louisville by Director of External Affairs Barb Kowal. Other CoSIDA members in attendance included CoSIDA Board of Directors member Chevonne Mansfield (American Conference Director of Communications); Virginia Tech’s April Goode (Director, Social Communications), who serves as co-chair of CoSIDA’s Convention Programming Committee; University of Illinois Springfield’s Amanda Murphy (Assistant AD for Media; and Communications); and Commonwealth Coast Conference’s Kaylyn Smith (Assistant Commissioner), among others. Smith was a 2014 NACWAA award recipient.

During the Roundtables session, Mansfield presented

on “Using Technology to Improve Productivity”; see her 10 takeaway tips here: <http://www.nacwaa.org/national-convention/programming>.

Lead speakers at the convention included Google’s Julie Eddleman, Global Client Leader, Global Client and Agency Solutions; Tori Murden McClure, world explorer and author and President of Spalding University; Jody Bilney, Sr. VP and Chief Consumer Officer, Humana; Beth Brooke-Marciniak, Global Vice Chair - Public Policy, Ernst & Young; Joyce Roche, Author/Former Pres. & CEO Girls Incorporated; Donna Shalala, University of Miami (Fla.) President and former U.S. Secretary of Health and Human Services; and Lee Woodruff, best-selling author of “In an Instant” and CBS News contributing reporter.

These keynotes all provided similar messages on steps for consensus building, strategies for building your professional network and skills, keys to influence and empowerment, and how to conquer self-doubt and embrace your distinct qualities and skill sets (and those of others around you).

NCAA President Mark Emmert also addressed the attendees and spoke on current NCAA issues and the realignment of Division I.

Patti Phillips serves as NACWAA chief executive officer. Phillips and her staff helped coordinate the well-attended NACWAA-CoSIDA social and networking event at the 2014 CoSIDA Convention in Orlando.

In addition to the annual convention, NACWAA offers valuable networking and leadership development opportunities opening doors to career advancement via regional programming, leadership institutes, an annual

awards programs and on-campus events.

At the NACWAA awards luncheon, Commonwealth Coast Conference assistant commissioner Smith received one of these prestigious awards. Hired by the CCC in August, she was recognized as the NACWAA 2014 Division III “Administrator of Tomorrow Award” for her outstanding two-year work at the Massachusetts College of Liberal Arts while serving a NCAA Ethnic Minority and Women Grant internship for that school. At the CCC, her responsibilities include oversight of the Conference’s athletics communications and social networking efforts, supervision of the CCC awards program and conference championship administration. She is a former dual-sport college student-athlete (field hockey and basketball) at Westfield State University.

The 2015 NACWAA Convention will take place next October in Tampa. For those who are interested in learning more about NACWAA or have questions about the organization, see <http://www.nacwaa.org/about-nacwaa> or contact Kowal (<mailto:barbkowal@cosida.com>) or Mansfield (<mailto:CMansfield@theamerican.org>) for their perspectives about the organization.



One of the speakers at NACWAA was Capital One Academic All-America Hall of Famer Tracy Warren. Warren, a partner at the Ogletree Deakins law firm, spoke at the 2014 CoSIDA Convention on “Laws Impacting The Sports Information Salary Structure – What You Need To Know.”



CoSIDA Board member Chevonne Mansfield (The American Athletic Conference) presents during the NACWAA Convention Roundtables session.

Attending the State of College Athletics Forum

CoSIDA Board member Bill Dyer was in attendance for the October 21st event at the National Press Club in Washington, D.C.

By Bill Dyer, Virginia Tech/CoSIDA Board of Directors member



Left: Virginia Tech Athletics Communications Associate Director and CoSIDA Board Member Bill Dyer with Pete Thamel of Sports Illustrated



On October 21, I was fortunate enough to represent CoSIDA at The State of College Athletics Forum, presented by the Big 12 Conference at the National Press Club in Washington, D.C.

Perhaps the finest professional seminar I have ever attended, the forum featured two well-informed and lively panels directly focused on the topic. Leaders in college athletics and the media discussed the two topics: “Where Does the Money Go?” and “Are Student-Athletes Employees?”

The afternoon began with a luncheon with Scott Blackmun, CEO of the United States Olympic Committee, as the keynote speaker. Mr. Blackmun did a great job of outlining some of the areas that the USOC is trying to move forward with, including identifying a host city to bid on the 2024 Olympics and the growing financial needs of the organization, in light of not receiving government monies. After his speech, there was a lengthy question and answer session, shedding even more light on relevant topics.

The first panel, “Where Does the Money Go?.” consisted of journalists Steve Berkowitz of USA Today and Pete Thamel of Sports Illustrated. Athletics directors Chris

Del Conte (TCU) and Steve Patterson (Texas) and Patrick D. Sandusky (USOC Chief Communications and Public Affairs Officer) rounded out the hour and a half session.

The second panel, “Are Student-Athletes Employees?” consisted of Christine Brennan of USA Today, Kansas AD Sheahon Zenger, former Arizona State AD Lisa Love, Christine Plonsky, Women’s AD at the University of Texas, along with former college and professional basketball player, lawyer and television analyst Len Elmore and his University of Maryland teammate, Tom McMillen. McMillen is a former U.S. Congressman and Rhodes Scholar. NBC Sports’ Jimmy Roberts moderated both panels, as he did at the Big 12’s first forum in August.

The lively and spirited discussions proved that informed minds can differ and at the end of the session, the audience, along with those watching on CSPAN, got a much clearer and accurate view of the way the finances of collegiate athletics departments are handled.

Following the second panel, there was an interview session for the participants and a reception at the NPC. It was a great time to reconnect with many of the attendees and participants. I was able to spend time with Elmore



Christine Brennan, Len Elmore, Tom McMillen, Lisa Love, Chris Plonsky, Sheahon Zenger and Jimmy Roberts.



Left: United States Olympic Committee CEO Scott Blackmun

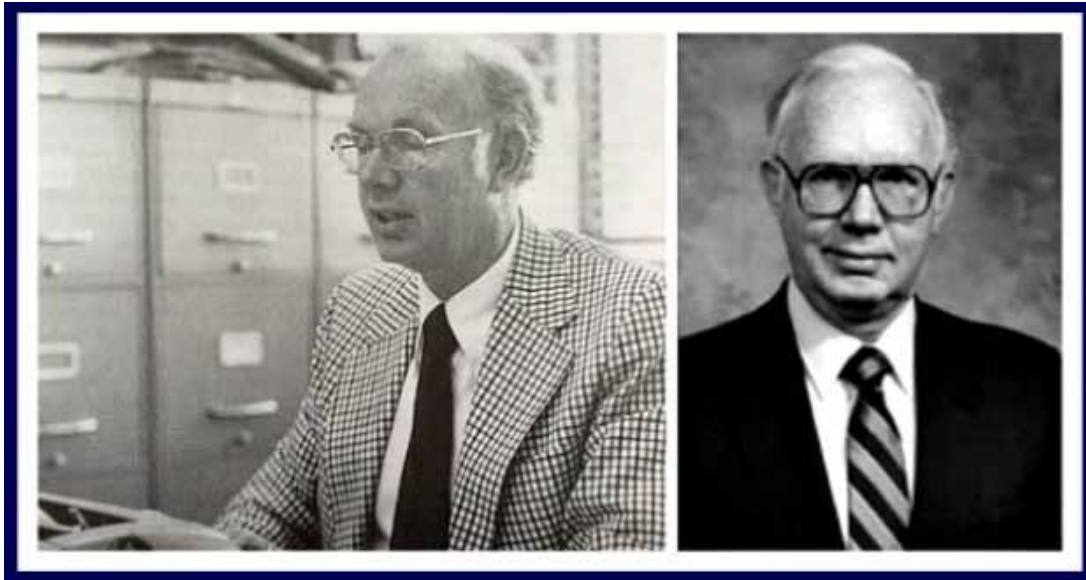


Above: Chris Plonsky, Women's Athletics Director / Executive Senior Associate Athletics Director for External Services at the University of Texas, interviewed by Kristen Keith, Big 12 Digital Network Correspondent for Campus Insiders.

and McMillen, as well as Thamel, who I had known since his undergraduate days at Syracuse. Meeting and networking so many in attendance, especially the athletics directors and the governmental relations reps from Big 12 Conference was an added treat.

The Big 12 should be commended for undertaking this series of forum. First-class all the way.

Tribute to former BYU SID DAVE SCHULTHESS



BYU Sports Information Director • 1951-1988
CoSIDA President • 1979-80

On Oct. 26, 2014, former BYU sports information director Dave Schulthess passed away. I was fortunate to be a student intern in the sports information office in 1988 during the final year of Dave's 37-year career at BYU. During the winter of 2011, I had the pleasure of interviewing nearly 60 former players, coaches and administrators for a historical book on BYU football — among them was Dave. I spent about an hour at his home. As always, Dave was gracious, humble, thoughtful and funny. Below is an excerpt from the book "What It Means To Be A Cougar" with Dave sharing his thought about BYU in his own words.

As I've traveled around the country with various BYU teams over the past 20 years, countless people have enquired about Dave and asked me to pass along their regards. He was a legend in the sports information community, a consummate gentleman and an outstanding ambassador for the University. On behalf of BYU Athletics, we express our love and condolences to the Schulthess family. — **Duff Tittle**

excerpt from "What It Means To Be A Cougar"
by Dave Schulthess

I was born in Provo, but grew up in Los Angeles. I had lots of relatives living in Utah and we would visit during the summers. I always loved Provo. I suppose I could have gone to school in California, but I really relished the idea of coming to BYU.

Thank goodness for the GI bill. After serving three years in the U.S. Army Infantry, including some time in the

South Pacific, I was released. I wanted to go to school, but I didn't have any money. The GI Bill allowed servicemen like me to get an education. It gave me a chance to go to college. Otherwise, I'm not sure I could have afforded it.

After graduating from BYU I went to work in Salt Lake City for the Salt Lake Tribune and the Telegram—the afternoon paper by the same publisher. I worked there for a couple of years then I had an offer at BYU. They were looking for someone to help at the new university news bureau. It was a great opportunity. I loved it.

It was a dream job in many ways. I loved sports, but I was also doing other general university news as well. The university was pretty small then. Eventually, BYU hired a full-time sports information director. I was fortunate enough to get the job. It wasn't like it is today. It was a one-man shop for a while.

I thoroughly enjoyed my job. I loved the people I worked with on campus and the athletes. I couldn't be classified as an overachiever, because I found a job I loved and stayed with it a long time. I was at BYU for nearly 40 years.

For several years we hosted the western regional basketball tournament for the NCAA. Those were big events for us. It was great to get the West Coast media—San Francisco, Los Angeles, Seattle—to Provo. Before then, Provo was just a place on the map that the West Coast media flew over on their way to Big 8 or Big 10 country. Hosting those NCAA events put our athletic department on the map.

We worked real hard while the national media was here to make sure they had a pleasant trip. It was a big deal to have press from all over the country come to Provo.

In the early years it was hard to get on the national scene. To the national media, Provo was buried in the Rocky Mountains somewhere. It wasn't until we went back east in the 1950s and 60s and won the NIT Championships in basketball that we started to gain some ground on national attention.

When LaVell Edwards took over the football team, we started to garner more national attention. There were guys before him that help establish some national praise, but it was only occasionally. Players like Virgil Carter, Phil Odle, Chris Farasopoulos, and Gordon Gravelle. One of my favorites was running back Eldon "The Phantom" Fortie. We were running the single-wing back then—that seems so ancient now. He was our original first-team All-American. He wasn't very big but he was quick.

Working with LaVell was a real blessing in my career. LaVell was LaVell—he was real. There was nothing phony about him. People liked him. He had lots of friends in and out of the coaching profession. He did a lot consciously to develop friends and contacts. It was natural to him. What a guy to work with. He was the best.

I have some fond memories of all those football trips. We were in Laramie once and had to make the long drive to Denver after the game to fly home. We were in the last car to leave because LaVell had his postgame radio show. They were waiting for us at the airport, but LaVell stopped to get a large drink. I was worried that the plane would leave us. Not LaVell, he was always laid back. I loved how he was so even-keeled. He was a competitor and hated to lose, but he was also so steady.

I remember going to the first BYU bowl game in Tempe, Arizona. It was so big for our program. We had not been to anything like that. No one associated BYU with a bowl game. It was like a new door opening. It seemed like we had to grind it out to establish the reputation. We were elevated as an athletic program by the football team getting some national attention.

Some of my favorite memories were going to San Diego for the Holiday Bowl. It seemed that we were regulars for a long time. It was always a highlight for me. We would take our families and leave the cold of Provo and go to San Diego for a week. Being a part of all those early bowls was a thrill. The exposure from those games on the West Coast really helped elevate the exposure of the university.

For me, being a longtime Cougar isn't about one person or one thing. It's a lot of parts to the whole—everybody working together, trying to do a good job. Many of the early successes of the football program started to open the door for the university to begin getting respect and recognition.

I loved BYU and stayed for a long time because I sensed that we were building something special. There

were so many things going on. It was great to be involved with all those tremendous athletes and great teams. I have strong feelings about the school. BYU is my alma mater. It's where I wanted my children to go to school. To be affiliated with BYU all those years is a real honor for me.

Dave Schulthess served as the sports information director at BYU for nearly 40 years. He reached the pinnacle of his profession in 1980, when he was inducted into the College Sports Information Directors of America Hall of Fame. The following year, Schulthess served as the CoSIDA President. In 1989, he was presented CoSIDA's Arch Ward Award, given annually to an individual who has made an outstanding contribution and brought dignity and prestige to the profession. In 2000, Schulthess was inducted into the BYU Athletic Hall of Fame.

TRIBUTES TO DAVE SCHULTHESS:

"Dave was a kind and modest person who served the student-athletes and staff at Brigham Young University with outstanding work and devotion as the Director of Sports Information for 37 years. His service to CoSIDA was remarkable, as evident by the fact that he was elected to our Hall of Fame a year before his presidency, when he assumed the gavel in 1980. He later was a perfect selection for the Arch Ward Award. Our thoughts and prayers are with his wife, Fran, and their three children. We take a moment to pause and remember a model professional, a great president, and a wonderful man."

- Eric McDowell, Union (N.Y.) Assistant AD/Sports Information, 2014-15 CoSIDA President

"I had the privilege of serving with Dave since 1976 as his assistant. I got to see first-hand why he is Hall of Fame quality. He juggled holding the office of president for CoSIDA, allowing me to learn under his tutelage. First-class, professional and gentleman are words everyone is saying in praise of him who always put others first."

- Ralph Zobell, Brigham Young Athletic Communications

"He was 'Gentleman Dave'. There was no one in our business who was more of a gentleman than Dave Schulthess. He always shook your hand, wanted to know how your family was doing, and wished you only the best. Dave was probably the quietest CoSIDA president that I ever worked with in my 35 years on the Board, but he knew how to get his job done without any fanfare. My wife and I always enjoyed talking with Dave and Fran at the conventions. They were a wonderful couple."

- Dave Wohlhueter - Cornell & CoSIDA Treasurer (Ret.) and CoSIDA Hall of Fame inductee



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throughout
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Iowa State SID Reunion

Blog and photos courtesy of Michael Green, Iowa State Director of Athletic Communications



At this year's Iowa State football Homecoming game against Toledo, the athletic department honored every head ISU sports information director from 1977 to the present. All five athletic media relations directors who served from 1977 to the present were in attendance. It was a very special moment for all of them, and ISU interviewed them for a special on the Cyclones.tv channel which will air later; additionally, they were honored during the Iowa State-Toledo game.

The Iowa State SID lineage began with Harry Burrell, SID from 1942-77 and an inductee in the CoSIDA Hall of Fame and the Iowa State Hall of Fame. Present for the reunion were Tom Starr (1977-80); Butch Henry (1980-83); Kirk Hendrix (1983-85); Dave Starr (1985-93); and Tom Kroeschell (1993-2013).

Mike Green, current Director of Athletic Communications, wrote about the reunion: "Friendships were rekindled. Stories were rehashed. Memories were abundant. It was an once-in-a-lifetime event ... Their services at Iowa State provided them inside access and countless stories of great Cyclone athletes/coaches/administrators like Pete Taylor, Earle Bruce, Johnny Orr, Jeff Hornacek, Jeff Grayer, Fred Hoiberg, Troy Davis and Cael Sanderson, just to name a few."

Green assumed his position in 2013 as Kroeschell was named Director of Programming for Cyclones.tv.

I have spent almost 20 years working in the Iowa State athletics department and been blessed with outstanding moments and memories in my career.

One of the top highlights of my tenure at Iowa State occurred Homecoming weekend when every individual responsible for promoting Iowa State athletics for nearly the last 40 years came back to Ames to reminisce about their time at Iowa State.

I love history. But I REALLY love Iowa State history. The Cyclone knowledge these five former head sports information directors possess is absolutely immense.

Thanks to the foresight of Iowa State Athletics Director Jamie Pollard, we now have a platform to showcase these once-in-a-lifetime events on our Cyclones.tv channel. Cyclones.tv was able to sit down with these Cyclone pioneers in a roundtable discussion for them to tell their tales of Iowa State athletics.

The stories recounted were incredible, and if you are a true Cyclone, you will surely agree. The quintet gave us inside scoop on Cyclone legends Johnny Orr, Pete Taylor, Jeff Hornacek and Fred Hoiberg just to name a few, and the Cyclones.tv cameras caught every moment of it.

The cameras rolled for 2 ½ hours. It could have gone longer, but time constraints prohibited it.

All five former publicity men have been enormously successful after they left Iowa State, but it became extremely evident in the interviews that their time and service at Iowa State will always be special to them.

That's what makes being a Cyclone so great.

I would love to give you a couple of stories from the "Iowa State SID Roundtable," but I don't want to be the spoiler. You will have to see for yourself when the exclusive show premieres on Cyclones.tv.

Stay tuned!

FIVE

Questions . . . With Chad Grubbs

Director of Athletics Communications, Hardin-Simmons University

by Larry Happel, Central College

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

I actually started in the business my first year in college in 1993 at Northeastern Oklahoma A&M Junior College under JUCO Hall of Famer Monty Franks. I went to school on a newspaper scholarship and he was the newspaper and yearbook advisor as well as the SID. I knew nothing of the field before then but I started in working games for him as well as my duties on the school newspaper. I fell in love with it.

Steve Buzzard, who was then the SID at Oklahoma State, was a former student of Monty's at both NEO and Northeastern State and that was my in at OSU.

I had some pretty good timing at OSU. Many students never get to really learn the business as an undergrad student at Division I, but we had two full-time assistants (Mike Strauss went to Utah State and Lee Eiland to the Big 12 office) leave the office in early fall of my second year. Buzzard moved our graduate assistant Michael Noteware to a full-time assistant and hired Will Hancock as the other full-time assistant. We didn't have a graduate assistant and I guess they trusted me enough that I was given wrestling and baseball which had been GA sports in the past. I was the first undergrad to do both of those sports. Steve, Mike and Will were influential in different ways. Steve's professionalism and integrity in how he went about his business, Mike was closer to my age and he would tell you in a different way what was the right way and the wrong way. Will was the grammar and SID teacher. I no doubt



feel I was ready to be an SID right out of the gate because of his influence. He was in charge of the students and he wanted us to succeed. Unfortunately, he left us way too early in the OSU basketball plane crash.

After OSU, I was slated to work at the Big 12 office as a paid intern. I had worked a lot with Bo Carter as baseball SID and also we hosted the Big 12 baseball tournament. Bo is a legend in our business. He offered me the job and I actually moved to Dallas with my wife and something happened at the last minute and it wasn't available. Fortunately, being the pro that Bo is he said he had a friend at the Southland Conference who was looking for help. I interned with Bruce Ludlow at the Southland, which was also in Dallas so it worked out.

In February of 2000, another friend from the Big 12 baseball tournament days worked in the American Southwest Conference office, Dan Lathey. Dan called me and said he thought I would be perfect for the Hardin-Simmons job that is open, it is a good school, they are good in football and it's a good place to be.

I took a flyer, went on the interview, was hired the next day and 15, almost 16, years later I am still here. It is a great place for me and my family and we love what we get to do here.

2. You attended Oklahoma State University but are now firmly rooted at Hardin-Simmons. What have you found appealing about life in Division III?

I am in a great situation at HSU. I have a good operating budget, get to travel a lot just because of our geography in the Division III landscape, have a full-time graduate assistant and have plenty of freedom to try new things and be innovative. I also work for a boss who is a

former SID. He gets it and he lets me do my thing. We have been here together for so long that we often know what the other is thinking without having to say it.

3. You've been a Division III leader in adopting new technology. How do you stay on top of the dizzying technological changes in athletics communications?

It definitely changes at a rapid pace. When I first came here in the spring of 2000 we had a baseball dad who wanted us to do live stats, because he was a traveler and rarely was able to make games. That was a new thing even at the Division I level at that time. He provided us with the money to set it up, paid for us to get Stat Crew, which we didn't have at the time, and chipped in a little extra. We added it for all of our sports the next year and it is now an industry standard.

We also went with an outside firm, the old CSTV, and were the first Division III school to do that. So we try to stay on the leading edge of what's next. It gets harder to stay out there, knowing just how much you can and can't do, because we all have our limits. I try to peek my head into a couple of Division I shops every year and just try to keep up with what they are doing, not that they do it any better than us at the small shops, but they usually are out in front of the new trends. I had resisted Instagram until this year, because I just thought it was another thing to add to the plate. I still don't see the intrigue in it, but it has been our most engaging social media platform. Our kids (and their family and friends) like to see their pictures on it. It is another thing to do, but it has become valuable. It used to be game notes and media guides, now it is social media and video. Things change, but the world changes. I feel SIDs as a group are pretty good at adapting to new things.

4. What has your experience in CoSIDA and D3SIDA been like and what have you learned?

I have been active in CoSIDA from my start in the business. I have gone to 10 of the last 15 conventions, which is another perk of being at a school that gets how important what we do is to the university's overall mission.

I was on the publications contest committee for several years and served three years as the chair. That was a beast of a time commitment, but I also got to meet a lot of really great SIDs that I may not have if not for taking the time to do that contest the right way.

I just recently rolled off a three-year term on the D3SIDA board and got to work with some of the legends in the D3 business like Larry Happel, Dave Wrath, Dennis O'Donnell and Ann King, and some of the guys around my age that I think are tremendous like Ira Thor, Blake Timm, Mark Fleming and Lenny Reich among others. Lenny and I go way back to when he was the national chair for the old Football Gazette All-America team and I was one of his regional chairs. He is someone I have no problem running something by. He has been a great friend in the business.

Kevin Ruple hosted us in a regional my first year at Hardin-Simmons and I have always admired his work.

Steve Marovich at Carthage was on my publications committee forever. He does great things and is retiring this year. Kelly Bird at Linfield and I have probably had more interactions than any other SIDs from Texas and Oregon. We have played them so many times over the years in several sports and he is always the pro's pro.

Jon Wallin in my conference from Mary Hardin-Baylor and Tim Clark at Texas Lutheran, which was in our conference until last year, have all been around about the same amount of time. I respect their work and what they do.

I think we learn from being around the best and the ones who want to do things the right way. We all know the complainer that is never happy with his or her job or situation. If I learned one thing from being active in CoSIDA it is that those people don't last long in our business, the word gets out. We are in a unique job that not everyone can do, but the ones who do it the best are the ones who find a way to get it done, no matter the circumstances.

5. Aside from trophies and titles, what have been your most memorable and/or rewarding moments as an SID?

I'm a note writer. I send a lot of thank you notes and cards and emails of encouragement and not just to our people, but to other teams in our league and other coaches I have built relationships with. I think personal communication is still important in the world. To that end my favorite moments are receiving back those thank you cards, or wedding invitations or baby announcements from our student-athletes. It reaffirms that what I do is worthwhile and I had a little bit of an impact on their experience at Hardin-Simmons.

I also have to say I still enjoy the games. I'm one of the few SIDs in my league that travels and honestly I don't think I would enjoy the job as much if I didn't see the games. I love to see our teams do well and still hurt a little when they lose a tough game.

The final thing is the relationships I have built. A few weeks ago I saw a former opposing coach I hadn't seen in probably five years and she came up and give me a big hug and we caught up like it was yesterday. That is the great thing about athletics, the relationships you build, whether they are for one year, 20 years or a lifetime.

My women's soccer coach and I were hired the same day. He built the program into a national championship team. It was great for our school and all of that, but the big bear hug and tears we shared weren't about winning the first NCAA title at HSU (we had been close so many times in so many sports) it was about the process that went into that. Those are the moments I cherish.

New student-athlete Haier Achievement Award announced

Dear CoSIDA Member:

Haier Electronics, one of the world's premier major appliance brands, was recently introduced to the CoSIDA membership as a new corporate partner at the Tier I level of involvement.

As a CoSIDA partner, Haier is proud to present the Haier Achievement Award -- a new national awards program honoring student-athletes who are over-achievers outside of sports.

In addition to introducing you to this program, we are asking you to nominate deserving student-athletes representing your institution. Our goal is to bring recognition to student-athletes who have achieved something special off the field and off the court, in family, academic or community projects.

Below is how the Haier Achievement Award program will work:

- The award (and nomination process) program will run from October 2014 through March, 2015.
- Student-athletes in good academic standing (certified by institution and appropriate national governing body as eligible to compete at the time of nomination) from all intercollegiate sports and all levels of collegiate athletics are eligible.
- CoSIDA members are invited to nominate student-athletes who have achieved something special beyond their chosen sport, particularly in family or community service. A nomination form is available online at <http://achieve.haieramerica.com/>
- All nominees will be reviewed by a judging panel comprised of sportswriters, editors, selected members of the CoSIDA Board of Directors, and former college athletes including Isaiah Austin, who has been named Spokesperson of the awards program.
- A total of eight (8) student-athletes will be recognized from November through March as winners of the Haier Achievement Award.
- Haier will make a donation in the amount of \$2,000 to the general scholarship fund at each school and, present the Athletic Department with a Haier 48" Flat Screen television.
- Each of the honorees will receive a plaque and be recognized on the Haier Achievement Award website, through local media, with the opportunity for a special presentation by Haier representatives at their school.
- At the end of the season, one Haier Ultimate Achievement Award winner (from the eight monthly award winners) will be selected through an online vote of college sports fans.



- Haier will present \$5,000 to the general scholarship fund and, a Haier 48" Flat Screen television to the Athletic Department at the school of the Haier Ultimate Achievement Award winner.
- Again, we are looking to honor student-athletes who have demonstrated special and notable achievement outside of sports, preferably in some type of community, family and/or academic service during the current academic year (2014-15).

We are excited to honor these special student-athletes who do so much to support meaningful community projects. To learn more about the Haier Achievement Award, and to see profiles of the winners throughout the season, please visit: <http://achieve.haieramerica.com/>

To nominate any of your student athletes, simply go to the the website and fill in the info.

If you have any questions about the Haier Achievement Award, please contact us at @pspsports.com.

We look forward to hearing from you to recognize deserving student-athletes with the Haier Achievement Award.

Sincerely,

Doug Vance,
Executive Director, CoSIDA

John Homlish,
Sr. VP Marketing, Haier America



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For a quarter century, Sports Systems has been the SID's outsourcing leader, providing school, conference and bowls with postseason awards voting, conference calling, and performance list scoring systems.

Former SIDs Brian Binette and David Grim are here in Orlando to show you how you can be more effective!

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

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CoSIDA “Volunteer 15” program launches

*by Sam Atkinson, Gallaudet University Assistant AD for Communications/
Chair, CoSIDA Goodwill and Wellness Committee*

The College Sports Information Directors of America (CoSIDA) has announced its new Volunteer 15 program, developed and managed by the CoSIDA Goodwill and Wellness Committee. The program was unveiled at the 2014 CoSIDA Convention which took place at the World Center Marriott in Orlando.

The CoSIDA Volunteer 15 program is an initiative to get CoSIDA members more involved in their communities. CoSIDA members promote the great civic works done by their athletics teams but there is no promotion, or very little, about CoSIDA members doing community service either with these teams or independently. The CoSIDA Volunteer 15 program is designed to help promote the great efforts and success our members have in their communities.

CoSIDA members are encouraged to volunteer at least 15 hours of community service during the 2014-15 school year.

CoSIDA has set up a special email address - volunteer@cosida.com - for members to use throughout the Volunteer 15 program.

**To access the CoSIDA VOLUNTEER 15 description and service log go to:
<http://www.cosida.com/documents/2014/6/20/volunteer15.pdf>**

CoSIDA members who complete the Volunteer 15 program will be recognized three different ways:

- each participants name, school and/or affiliation and division will be listed on the official CoSIDA Volunteer 15 web page during the 2014-15 school year and later archived
- an official CoSIDA Volunteer 15 certificate will be available for download
- and, at the 2015 CoSIDA Convention, all participants who completed the CoSIDA Volunteer 15 program will be recognized during one of the luncheons

“We wanted a program that would recognize all of the great civic work our CoSIDA members do on their campus and in their communities,” said Sam Atkinson, Assistant Athletic Director for Communications and chair of the CoSIDA Goodwill and Wellness Committee. “We believe the Volunteer 15 program will help show University and athletic administrations the valuable contributions Sports Information Directors can make outside of the office and in the community.”

There are many ways to volunteer and accumulate service hours. Your volunteer work is not limited to your campus or place of employment. Volunteering your time in your community is an excellent way to get involved.

Examples of how to volunteer your time in your community include, but not limited to, a local food bank, homeless shelter, a non-profit organization, religious establishment, senior center, etc. No compensation should be taken or expected for your volunteer hours.

Examples of how to get involved on your campus include volunteering with service organizations or clubs, organizing a service project with your athletics department or sports information office, go with your athletic teams when they do community service and get involved in the activity (not just taking photos) but doing the work as well.

“We hope the CoSIDA membership embraces the Volunteer 15 program this year. This is a chance for CoSIDA to become a leader in athletics when it comes to community service,” said Atkinson. “For some, volunteering comes naturally while for others this program may be an incentive to get them active. Either way, the end result is helping out others that need our help and time.”

If you have questions about the Volunteer 15 program please email Atkinson at sam.atkinson@gallaudet.edu.

All completed CoSIDA Volunteer 15 forms should be emailed to volunteer@cosida.com.



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3 Foolproof Ways to Network on Twitter

See online: *3 Foolproof Ways to Network on Twitter*, by Lauren Dugan via mediabistro.com

See also: *Tips for better social networking with Twitter*, by Garin Kilpatrick via twittertoolsbook.com



Want to make friends and influence people (on Twitter)?

Here are three foolproof ways you can step up your networking game today.



1 CREATE LISTS OF YOUR IDEAL NETWORK

If you're not yet connected to the people and businesses you want to network with on Twitter, never fear: lists can help.

Create a Twitter list of those accounts you aspire to network with. Add all of the accounts you admire or seek to work with into a list, and you'll be able to watch their every tweet. This way, you can jump in with your comments whenever it makes sense.

You'll want to check into this list once every few days at least, to really see results. And it helps to set a goal for yourself for how many times per week you'll interact with the accounts on the list – half a dozen? More? If you're able to send even a handful of tweets directly to the members on this account each week, you'll start to notice them noticing you. And once you're on their radar, you can network to your hearts content: ask them questions, set meetings, etc.

In some cases, it makes sense to create more than one list and divide up the accounts into how you want to network with them. For instance, you might have a list of potential business partners, another list for the media, and a third list for your current clients.



ASK QUESTIONS AND FOLLOW UP

Not getting any reactions to those amazing links and opinions you're sharing? It might not be about the content after all... it might actually be because you aren't asking anyone to engage.

To network on Twitter, you have to show that you're a good listener. It's not enough to send witty, interesting and insightful tweets – you have to elicit some in return, and actually pay attention to those who tweet to you.

One of the best ways to begin networking on Twitter is to ask questions. Many Twitter users are actually just dying to be helpful, and if you give them a chance you can develop a strong relationship. When asking questions on Twitter, you can either send the question out to your network in general, or (usually more effectively) send the question to one or two users specifically by @mentioning them.

Part of asking questions – whether on or offline – is showing that you care about the answer, so be sure to follow up when someone answers you. You can retweet them, reply to them, or otherwise show that you saw and appreciated their efforts.



BE VALUABLE

No one will want to network with you if your last dozen tweets were auto-tweets from a broken app. Be valuable, and networking will come more easily.

How to be valuable will depend on what industry you're in or the interests you have, but it helps to reflect the values of those accounts you want to network with. Are they all pretty funny? Tweet jokes. Are they discussing the future of your industry? Share your own insights. Reflect the values of your target audience, and you will be more valuable to them, increasingly the likelihood that they'll want to network with you.

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA Future Convention Sites

2015 - ORLANDO

June 14-17

Orlando Marriott World Center Resort & Convention Center

2016 - DALLAS

June 12-15

Hilton Anatole



What Successful Work and Life Integration Looks Like

Too many people believe that to achieve great things we must make brutal sacrifices, that to succeed in work we must focus single-mindedly, at the expense of everything else in life. Even those who reject the idea of a zero-sum game fall prey to a kind of binary thinking revealed by the term we use to describe the ideal lifestyle: “work/life balance.” The idea that “work” competes with “life” ignores that “life” is actually the intersection and interaction of four major domains: work, home, community, and the private self.

From years of studying people in many different settings, I have found that the most successful people are those who can harness the passions and powers of the various parts of their lives, bringing them together to achieve what I call “four-way wins” — actions that result in life being better in all four domains. My research has shown that there are ways for everyone — from the managers of sales teams, to executives in government agencies, to computer engineers, to florists, to coaches — to achieve professional success without always having to sacrifice the things that matter in their personal lives.

And yet as someone known as “the work/life balance guy,” I get pushback just about everywhere I go, especially from high achievers. “Stew, it’s nice to try to balance it all,” they say to me, “but in the real world, c’mon: How can you have a substantial impact without making major sacrifices in your personal and family life?”

So in writing my new book, I set out to find well-known people who have practiced, wittingly or unwittingly, the

skills for integrating work and the rest of life and who could not only show that it can be done, but help teach us all how to do it. In the end, I settled on six people. I’d argue that these six people are successful at their work not despite having full lives outside of it, but precisely because they do:

- **Tom Tierney** is the cofounder of Bridgespan, the best-known advisory firm for nonprofits. Throughout his career, he has sought creative ways of fitting the different domains of his life together, including learning from his children about what really matters. He has built organizations that encourage personal growth by rewarding results — not “face time” — and by motivating people with a vision of contributing to a greater good.
- As COO of Facebook, **Sheryl Sandberg** has been redefining what it means to be a leader. Her candor about the challenges she faces in resolving conflicts among different parts of her life — as an executive, a catalyst for social change, a friend, a wife, a sister, and a mother — and about the non-traditional means she employs for doing so, has made her a persuasive role model and an outspoken voice on women and leadership
- **Eric Greitens**, humanitarian, author, and non-profit founder, attended Oxford as a Rhodes Scholar and completed his doctorate before becoming a Navy

SEAL. For his service in Iraq he was awarded a Purple Heart and went on — after a difficult search for a meaningful next step to take in his life — to found The Mission Continues, an organization that helps heal wounded war veterans by guiding them to be of service in their communities.

- **Michelle Obama**, the 44th First Lady of the United States, explains that she considers her daughters to be her first priority, even if this stance rankles those who would have her do more in seeking broader political and cultural change. In making sure her own children were receiving the most nutritious food possible, she began to advocate for better nutrition through the national initiative Let's Move!. Her policies have won national acclaim.
- **Julie Foudy** is a soccer champion who, in 1991 as a member of the U.S. national team, won the first Women's World Cup. She was also part of the iconic U.S. soccer team that garnered Olympic gold in 1996 and again in 2004. She has since led an array of organizations that promote athletics for young people, empower young women, and advocate for social causes. Foudy's success is an outgrowth of her ability to fuse all the important parts of her life — her soccer teams, her family, and her advocacy for worthy causes.
- While it may seem counterintuitive to think of a rock and roll hero as an exemplary leader, **Bruce Springsteen** has said that he creates music "to make people happy, feel less lonely, but also [to be] a conduit for a dialogue about the events of the day, the issues that impact people's lives, personal and social and political and religious." With his hard-won clarity of purpose, derived from years of painful self-scrutiny, it follows naturally that he makes clear what he expects from the people around him, whether they're members of his band or members of his family — he's called "The Boss" for a reason.

Lest you think that their success derives just from great luck, think again. Not one of them was born into a life of high privilege. They have strived to achieve their own kind of greatness and, one way or another, to make themselves into who they are now. Each has suffered disappointment (half of them are on second marriages), frustration, doubt, and loss.

But in each of their stories I found naturally occurring illustrations of people who did great things by discovering — usually through trial and error — ways to integrate the different parts of their lives to reinforce and enhance each other. They show how accomplishment in a career is achievable not at the expense of the rest of your life, but because of commitments at home, in the community, and to your interior life.

Each has identified a life's work that is important to them, and each both draws on and gives back to their families and communities in order to make that life's work succeed. They exemplify how one can cultivate a life in which values, actions, social contribution, and personal growth exist in harmony. It's a life in which disparate pieces fall into place, not every single day — that's the impossible myth of "work/life balance" — but over the course of a lifetime.

Yes, these six people are extraordinary — but they use skills that all of us can use to make ourselves a bit more extraordinary, too.

Start by considering three principles: be real, be whole, and be innovative. To be real is to act with authenticity by clarifying what's important to you. To be whole is to act with integrity by recognizing how the different parts of your life (work, home, community, self) affect one another. All this examination allows you to be innovative. You act with creativity by experimenting with how things get done in ways that are good for you and for the people around you.

Doing this means thinking and talking about what truly inspires you, whatever that might be. It requires figuring out how to take incremental steps that are under your control and that move you in the direction you want to go, while bringing others along with you. It's not easy (and I never said it was). But like these six people, you can attain significant achievement in a way that fits who you are. As these leaders show, your own way is the only way that will work for you.

***Stewart D. Friedman** is the Practice Professor of Management at the Wharton School. The former head of Ford Motor's Leadership Development Center, he is the author of *Leading the Life You Want: Skills for Integrating Work and Life*, *Baby Bust: New Choices for Men and Women in Work and Family*, and *Total Leadership: Be a Better Leader, Have a Richer Life*. Find him on Twitter @StewFriedman.*

CoSIDA ANNUAL MEMBERSHIP, CONVENTION ATTENDANCE

Year	Site	Membership	Convention	Year	Site	Membership	Workshop
2014	Orlando	3056	886	1994	Chicago	1804	1030
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



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

10 Storytelling Tips for Communications Pros

by Brian Greene via prnewsonline.com



Once upon a time there was a public relations practitioner who needed to improve her engagement with her audience. How did she complete her assignment? She told a story with a few key elements including transparency, human interest, emotion and visuals.

Over the past decade, the field of public relations has evolved into a real-time, fast-paced practice. Yet, even within this evolution, the effectiveness of telling an organization's story has remained a steadfast rock.

For help telling a compelling story, here are 10 useful tips courtesy of Alisa Agozzino, Ph.D., assistant professor of public relations at Ohio Northern University and contributor to PR News' Writer's Guidebook:

Communication is part of human makeup. Those seeking information are already declaring a need to communicate. Provide them with a story they can communicate with others.

Be clear in your story. Provide details in a way that all readers will understand but that also will invite them to want to know more. This is your opportunity to craft controlled messages that can be passed along to others.

Demonstrate how you are different. Uniqueness differentiates you from the rest.

It is not all about you. Remember most public relations definitions contain some verbiage about mutually beneficial relationships. Make sure you don't miss the point about connecting the story to your reader.

You don't have to create every story organically. Readers thrive off of creating stories for you. Listen to your key audiences and let them help provide the content through the stories they tell you.

Don't tell all in the first few sentences. When reading a story, getting to the end is half the fun. In our bite-sized, real-time world, don't sacrifice the story to hit all the facts in the sprint to the finish line and miss the essence of storytelling along the way.

Listen and adjust to key constituents. Find the common ground where your story can connect the dots.

Answer the "so what?" question. If a story has no point then why does it matter? Tell the reader why it matters.

Visuals are fun and can help tell your story. Make sure your visuals match your content and that they really add something for the reader's sake.

Keep it simple. Although you may be attempting to impress, ultimately you are trying to share an experience that resonates. There's no need to convolute your story with complicated language.

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AS PART OF NACDA & AFFILIATES CONVENTION**

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Continuing Education

CoSIDA's Fall 2014 online continuing education schedule

The videos listed on the following page from the 2014 CoSIDA Convention are available on-demand and free of charge.

Each session was video-taped at the 2014 CoSIDA Orlando Convention and the series is a prominent piece of our fall continuing ed initiatives.

CoSIDA thanks our corporate partner NewTek, CoSIDA's Official Continuing Education Video Production Provider, for the video services provided in Orlando in conjunction with Full Sail University. Full Sail provided the on-site video personnel and production of the session videos, utilizing NewTek's Tricaster camera and video systems.

CoSIDA 3rd Vice President Rob Carolla (Big 12 Conference) is coordinating our live conference call/webinar continuing education program this year. If you have ideas or want to present on a call/webcast, Rob can be contacted via rcarolla@big12sports.com.

Following their launch date, each video will be housed on CoSIDA.com for on-demand viewing. The link to the the on-demand viewing is the CoSIDA Continuing Education Showcase: <http://cosida.com/watch/>

Archived Video:

Wed., Sept. 3 - Laws Impacting The Sports Information Salary Structure – What You Need To Know

How do new labor laws affect your office? What do you do about overtime and allowable hours for students, graduate assistants and interns?

Guest Speaker: Tracy Warren, Partner, Ogletree Deakins/Sports Broadcaster

Moderators: Andy Seeley, Assistant Athletics Director for Communications, UCF/Dave Walters, Assistant Athletics Director/Sports Information Director, Guilford College

Wed., Sept. 10 - Up to Speed? (NCAA Division I panel)

When the speed of news and rumor overtake your options for a planned response, how to retake control of your message: six contemporary Division I case studies and interactions.

Panelists: Chris Syme, CKSyme Media Group; Teresa Valerio Parrot, TVP Communications; Malcolm Moran, Indiana University National Sports Journalism Center; Greg Christopher, Athletics Director, Xavier; Erik Christianson, Managing Director of External Affairs, NCAA; Larry Dougherty, Senior Associate Athletics Director for Communications, Temple; Rocco Gasparro, Assistant Sports Information Director, Louisville; Charles Bloom, Senior Associate Athletics Director for External Affairs, South Carolina

Moderator: Justin Doherty, Associate Athletics Director for External Relations, Wisconsin

Wed., Sept. 17 - The Student-Athlete and You

Athletic communications from the perspective of the student-athlete. Panelists are representatives from Division I, II, III and NAIA.

Student-Athlete Panelists: Nicole Barringer, Volleyball Student-Athlete, Averett; Spencer Dodd, Baseball Student-Athlete, St. Martin; Chris Hawthorne, Football Student-Athlete, Minnesota; Whitney Howell, Volleyball Student-Athlete, Columbia (Mo.)

Moderator: Eric McDowell, Union [N.Y.]/CoSIDA President

Wed., Sept. 24 - Competing for Exposure

How do you get your story out to the media? What new avenues are available?

Panelists: Andy Staples, Writer, *Sports Illustrated*; Carol Stiff, ESPN Sr. Vice President of Multimedia and Integration; Iliana Limon, College Sports Editor, *Orlando Sentinel*; Doug Meffley, Director of Digital & Social Communications, Northwestern University

Moderator: Frank Mercogliano, Assistant Athletic Director for Communications, New Mexico

Wed., Oct. 1 - Developing a Budget (presented by CDMAC)

Sports information offices — and athletic departments in general — are asked to do more with less. This panel will discuss effective ways to build a budget and ways to stretch your dollars through grant-writing and developing relationships with other departments on campus.

Presenters: Andy Schlichting, Sports Information Director, Metro State; Matt Jacobs, Assistant Athletics Director, Butler Community College

Moderator: Blake Timm, Sports Information Director, Pacific (Ore.)

UPCOMING CONVENTIONS at NACDA & Affiliates Convention Week

2015 - Orlando

2016 - Dallas

2017 - Orlando

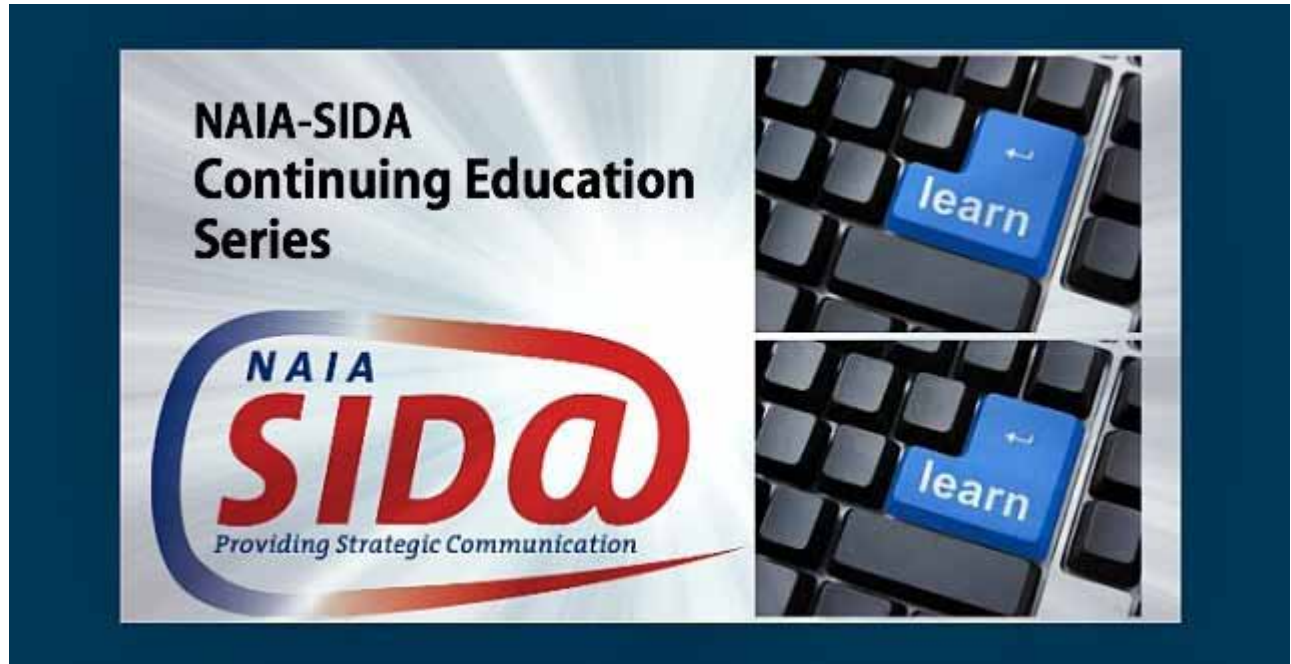
2018 - Washington, D.C.

2019 - Orlando

2020 - TBA

2021 - Orlando

2022 - TBA



NAIA-SIDA Fall Continuing Education Series

The NAIA-SIDA Board of Directors has organized its annual "Continuing Education Webinar Series" with insightful and hands-on training programming for fellow SID's. These sessions are free and all members of CoSIDA are invited to attend, regardless of divisional status.

The fall series consisted of three conference calls/webinars, including: Time Management as an SID, Working with Interns/Student Workers and Best Practices for a Successful Live Video Streaming Experience.

All times will be 2 p.m. ET/1 p.m. CT for each session.

The NAIA-SIDA board is still in need of Webinar hosts for future series. So if you are interested in hosting a webinar, please contact NAIA-SIDA Board member Tyler Price Baker University (Kan.) at 913-645-4111 or tprice@bakeru.edu.

How to access the webinars/calls:
Dial 1-866-951-1151
Passcode: 4370118#

NOVEMBER

TUESDAY, NOV. 18 - Best Practices for a Successful Live Video Streaming Experience for Fans

HOST: Chad Power - Journalism & Media Arts Department Chair/Assistant Professor at Hastings College.

In the 2014-15 school year, it is important to provide a reliable and strong live video product for your fans. Fans and on campus administrators are beginning to expect that for all NAIA and NCAA institutions for either a fee or for free. How can you accomplish a stellar live video broadcast on your campus, even with smaller budget means?

NOMINATE TODAY 2015 CoSIDA SPECIAL AWARDS

Nominations for CoSIDA's annual special awards are now accepted year-round at **www.cosida.com**.

You may nominate online for all of CoSIDA's 16 special award categories with a deadline for the 2015 awards of **FEBRUARY 1, 2015 (Midnight ET)**.

Under the drop down Membership link at **www.cosida.com** go to Special Awards Online Nomination/Voting to begin the nomination process.



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2014-15 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. 7	Tues. Oct. 14	Tues. Oct. 14	Tues. Jan. 13	Tues. April 14	Tues. April 21	Tues. April 28
Nomination Deadline	6 p.m. ET Tues. Oct. 14	6 p.m. ET Tues. Oct. 21	6 p.m. ET Tues. Oct. 21	6 p.m. ET Tues. Jan. 20	6 p.m. ET Tues. April 21	6 p.m. ET Tues. April 28	6 p.m. ET Tues. May 12
DCs Finalize Ballots	Fri. Oct. 17	Fri. Oct. 24	Fri. Oct. 24	Fri. Jan. 23	Fri. April 24	Fri. May 1	Thurs. May 14
District Voting Deadline	6 p.m. ET Tues. Oct. 28	6 p.m. ET Tues. Nov. 4	6 p.m. ET Tues. Nov. 4	6 p.m. ET Tues. Feb. 3	6 p.m. ET Tues. May 5	6 p.m. ET Tues. May 12	6 p.m. ET Thurs. May 21
Academic All-District® Team Release Date	Thurs. Oct. 30	Thurs. Nov. 6	Thurs. Nov. 6	Thurs. Feb. 5	Thurs. May 7	Thurs. May 14	Fri. May 22
Updating Deadline for First-Team All-District Selections	noon ET Mon. Nov. 3	noon ET Mon. Nov. 10	noon ET Mon. Nov. 10	noon ET Mon. Feb. 9	noon ET Mon. May 11	noon ET Mon. May 18	noon ET Mon. June 1
NC OKs National Ballot	Tues. Nov. 4	Tues. Nov. 11	Tues. Nov. 11	Tues. Feb. 10	Tues. May 12	Tues. May 19	Tues. June 2
National Ballot Voting Deadline	6 p.m. ET Tues. Nov. 11	6 p.m. ET Tues. Nov. 18	6 p.m. ET Tues. Nov. 18	6 p.m. ET Tues. Feb. 17	6 p.m. ET Tues. May 19	6 p.m. ET Tues. May 26	6 p.m. ET Tues. June 9
AAA Teams to Publicity Group	Wed. Nov. 12	Wed. Nov. 19	Wed. Nov. 19	Wed. Feb. 18	Wed. May 20	Wed. May 27	Wed. June 10
Academic All-America® Team Release Date(s)	noon ET Th. Nov. 20 (C) F. Nov. 21 (3) M. Nov. 24 (2) T. Nov. 25 (1)	noon ET M. Dec. 1 (C) T. Dec. 2 (3) W. Dec. 3 (2) Th. Dec. 4 (1)	noon ET M. Dec. 8 (C) T. Dec. 9 (3) W. Dec. 10 (2) Th. Dec. 11 (1)	noon ET M. Feb. 23 (C) T. Feb. 24 (3) W. Feb. 25 (2) Th. Feb. 26 (1)	noon ET SB BA T. 5/26 (C) M. 6/1 W. 5/27 (3) T. 6/2 Th. 5/28(2)W. 6/3 F. 5/29 (1) Th. 6/4	noon ET M. June 8 (C) T. June 9 (3) W. June 10 (2) Th. June 11 (1)	noon ET M. June 22 (C) T. June 23 (3) W. June 24 (2) Th. June 25 (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 June 16, 2014



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