

2014 DECEMBER E-DIGEST

COSIDA

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA

LAURIE BOLLIG
NAMED DIRECTOR OF
MEMBERSHIP ENGAGEMENT



**PUBLICATIONS CONTEST
FIRST DEADLINE
JANUARY 17**



**SPECIAL AWARDS
NOMINATION DEADLINE
FEBRUARY 1**

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June 14-17

Orlando Marriott World Center
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COLLEGE SPORTS
INFORMATION DIRECTORS OF AMERICA

CoSIDA

Strategic Communicators for College Athletics

Laurie Bollig

Named Director of Membership Engagement

Laurie Bollig, an experienced communications and marketing specialist who began her career in college athletic communications, has been named Director of Membership Engagement for the College Sports Information Directors of America national organization.



In this newly-created CoSIDA staff position, Bollig (pronounced BOWL-lig) will serve as the primary staff liaison on membership issues, working with the CoSIDA staff and Board of Directors to develop annual and long-term strategic membership recruitment and retention plans. Bollig will also coordinate fulfillment activities related to CoSIDA's signature program, the Capital One Academic All-America® program, and will oversee the Capital One Academic All-America® Hall of Fame induction ceremonies at the CoSIDA summer convention.

Bollig officially begins her CoSIDA duties on November 24, 2014.

Bollig comes to CoSIDA after serving the last five years as Director of Communications and Events for Premier Sports Management in Overland Park, Kansas. She coordinated all aspects of the Senior CLASS Award program and its media strategies, working extensively with sports information directors across the nation in the nomination and marketing efforts on behalf of the awards and student-athletes. The Senior CLASS Award program is presented each year to the outstanding senior NCAA Division I student-athlete of the year across nine different sports. She also provided services for the National Collegiate Basketball Hall of Fame induction, the former Bowl Championship Series, the NFL's 101 Awards, the Fellowship of Christian Athletes and various other events and projects.

“Laurie brings a wealth of experience and membership service to CoSIDA,” noted Eric McDowell, Union College (N.Y.) Assistant Athletics Director and 2014-15 CoSIDA president who chaired the search committee for the new position. “She began her career in our profession, and thus joins our other three full-time staff members with extensive experience in collegiate sports communications. Laurie’s efforts during her time with the NCAA, the Senior CLASS Award and college institutions will serve our membership extremely well in the new position of Director of Membership Engagement.”

Prior to her time at Premier Sports, Bollig managed communications and marketing for the Structure Group, a multi-million-dollar energy consulting and software company (2001-07). She led the marketing effort that saw the company founder recognized as one of Ernst & Young's Entrepreneurs of the Year. She also served at the NCAA for nine years, focusing on special events and publishing. Bollig helped establish the Association's first fan festival – NCAA Hoop City. A senior publications editor, she also served as a staff liaison to several rules and marketing committees.

Bollig began her career in sports information, serving as an assistant sports information director (1987-1990) at the University of Kansas. As an undergraduate at Western Kentucky University, she worked as a three-year student assistant in the sports information department.

“We are excited to have someone of Laurie’s diverse skills and extensive background in college athletics join the CoSIDA staff,” said Doug Vance, Executive Director of CoSIDA. “Her roots in sports information and communication strategies run deep and she impressed the search committee with her admiration for the impactful values our profession brings to the table in athletic departments across the country. Laurie brings a large degree of passion, understanding and energy in her role of managing our various membership services. She will help us fulfill the continuing goal of being a membership-driven organization.”

Bollig is a graduate of Western Kentucky, receiving her bachelor's degree in journalism with high honors. She resides in Overland Park, Kansas with her husband Jeff and children, Courtney, a student at Missouri State University, and Kyle, a high school senior.



Jeff and Laurie Bollig

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?

A look at CoSIDA, 2014 and Beyond

In today's ever-changing and competitive world of association management, a fundamental component of any organization's mission is positioning itself as a relevant and effective strategic advocate on behalf of its membership. As the old advocacy adage suggests, "If you are not at the table, you may be ON the table."

CoSIDA and its members now have a reserved seat at that all-important leadership table for many years to come. In a joint news release by NACDA and CoSIDA on October 19, the two organizations announced a renewal of their partnership which ensures CoSIDA's involvement with NACDA, including staging its national convention as part of NACDA Convention Week, through 2022.

The new partnership agreement follows the blueprint that was launched in 2009 when NACDA and CoSIDA first began their relationship. The partnership has been significant in providing a platform for communication professionals, representing athletics departments from all divisions across the country and Canada, to effectively collaborate with other athletics administrators on relevant issues in college sports.

Involvement with NACDA helps solidify CoSIDA and its more than 3,200-members an important role in providing significant leadership in support of student-athlete opportunities and effectively multiplies its ability to connect and align with college athletic leaders of influence.

"CoSIDA is proud and honored to continue the relationship with our friends at NACDA and other national affiliates," said CoSIDA President Eric McDowell, assistant athletics director/sports information at Union College (N.Y.). "During the first two years of our Conventions in conjunction with NACDA's, we enjoyed the opportunity to network with a variety of professions in collegiate athletics. Our members look forward to the opportunity to attend various panels and topics and discussions that benefit our profession and our service to student-athletes."

In renewing the partnership, CoSIDA is committed to joining forces with the 14 other partner associations under the NACDA umbrella in enhancing cross-over educational opportunities along with expanding collaboration and networking events during the annual NACDA Convention week.

The NACDA Convention Week provides a meaningful opportunity for CoSIDA members to connect with a wide variety of athletics leaders from across the country. Conversely, it also opens the door for athletics communications professionals to be involved in joint educational programming with other groups that offer solutions or strategies to enhance policies related to crises management, website development and social media education and networking, media and public relations, student-athlete promotions and many other communication-related topics.

In addition to helping provide a valuable resource in solving complex communication issues, members also take pride in the role they play to support and promote student-athletes and the NACDA involvement enhances that promotional platform.

CoSIDA's involvement during NACDA Convention Week provides an opportunity for representatives from other athletic disciplines to attend the Capital One Academic All-America Hall of Fame induction



Doug Vance



ceremony, which is staged during the CoSIDA Convention. Since 1952, CoSIDA has honored more than 20,000 student-athletes with the Academic All-America Award. Capital One became the title sponsor of the award in 2011.

The hallmark event each year of the Capital One Academic All-America program is the hall of fame induction ceremony, which is scheduled for June 15 at this year's Convention. CoSIDA's renewal of the NACDA agreement is one of many organizational moves in recent years displaying its growth and expanding support of sports information directors representing NCAA Division I, Division II, Divisions III, NAIA, NJCAA and CIS institutions.

Most recently, CoSIDA announced a new corporate partnership with Haier America, resulting in the creation of the Haier Achievement Award, which will honor student-athletes for community service. In addition, CoSIDA has been involved with a pair of self-study projects designed to provide data that will give direction to the organization's future.

CoSIDA partnered with Cryder Rinebold for a comprehensive branding study which resulted in valuable research which is now being utilized in planning decisions. In addition, the CoSIDA Board of Directors gained valuable feedback on what its members valued most from involvement with the organization by conducting an Appreciative Inquiry (AI) study earlier in 2014. The AI study has provided a trend analysis which will shape board decisions in resource development.

In recent months, CoSIDA members participated in important social media education and a student-athlete training survey. The organization is currently partnering with CK Syme Media Group and Reputation Ink in the production of a membership-wide survey entitled, "Social Media Best Practices in College Athletics Survey." The survey results will be used in future continuing education webinars and presentations to CoSIDA members as a guide in navigating social and digital communications issues related to college athletics.

CoSIDA's Board of Directors, recognizing the importance of enhancing and supporting membership services, recently approved the addition of a new staff position – Director of Membership Engagement. Laurie Bollig, who formerly served as director of communications and events for Premier Sports Management, where she managed communications for the Senior CLASS award and helped coordinate the National Collegiate Basketball Hall of Fame, has been hired to fill the new role. She also spent nine years on the staff of the NCAA and worked in sports information at the University of Kansas.

While collaborating with NACDA provides a rewarding role for CoSIDA representatives to connect with a diverse audience of athletic department officials, it's just a portion of the advocacy philosophy endorsed by CoSIDA's decision-makers.

The organization also annually has leadership and staff representation at events such as the NCAA Convention and NAIA Convention. In addition, CoSIDA staff and board leadership have been involved in meetings at the NCAA Office in Indianapolis, NAIA Office in Kansas City, CIS Headquarters in Ottawa (Canada) and attended a wide variety of major collegiate events such as the NCAA College Football National Championship game, men's and women's NCAA Division I Final Four along with the NCAA Division II men's basketball championship, NAIA Men's Basketball Championships and the College Football Hall of Fame dedication. CoSIDA will continue to look for participation and involvement in other championship events in the future.

Doug Vance is the CoSIDA executive director.

***The following corporate partners have
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recognition for the convention
and 2014-15 academic year***

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

ASAP Sports - CoSIDA's official instant transcripts provider

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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

FIVE

Questions . . .

With Al Barba

Director of Athletics Communications, Kennesaw State University

by Larry Happel, Central College

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

I have been blessed and feel very fortunate to have the career I have had and been given so many great opportunities. When I was young, I never imagined that I would work for San Francisco 49ers. I was a fan of the team growing up and my parents had season tickets. I learned a great deal about how to be a professional and what it took to succeed in the field of public/media relations. I also met many truly great and inspiring people, and gained understanding of how important work ethic and attention to detail is.

After leaving the 49ers, I spent time working with Ronnie Lott on different projects he was involved in. Ronnie has definitely been one of the most influential people in my career. I was fortunate to have the opportunity to have many conversations where we talked about what it takes to be successful and how I can impact others.

I also spent a couple years as sports writer before returning to public relations as the media relations director for the San Jose SaberCats of the Arena Football League. I spent one season with the team before beginning a nine-year run in the sports information office at my alma mater, Pepperdine University. While at Pepperdine, I was tremendously influenced by then-sports information director, Mike Zapolski. Mike was a great PR professional who had a tremendous way of relating to people and was always calm under any circumstance. He was extremely organized and I picked up a lot of habits that I continue



to practice today. While at Pepperdine, I advanced from an assistant director to associate director and then the director after Mike accepted an athletics director's position. I left Pepperdine and returned to the San Francisco Bay Area where I assumed the assistant commissioner of media relations position at the California Collegiate Athletic Association. Under the leadership of Commissioner Bob Hiegert, I gained valuable experience and knowledge of how things run at a conference office and the challenges that come with working with member institutions. Bob was another tremendously influential person to me as I was able to observe how he handled difficult situations and the vision he had for moving the conference forward. Seeking to return to a campus, an opportunity presented itself at Kennesaw State, and I have loved every minute of my two and a half years in my current role as director of athletics communications.

I joined the Department of Athletics at an exciting time as the University announced it will be starting a football program that will compete at the Division I FCS level and in the Big South Conference beginning in 2015. The university and department have grown tremendously during my time here and has great leadership under University president Dr. Dan Papp and Director of Athletics Vaughn Williams. It has truly been exciting to be part of an institution and athletics department that is growing and building something from the ground up. Looking back on my career, I would not have been able to make it to where I am today without the support and example set by my parents and receiving significant guidance from Paul DeBolt who was my first journalism instructor at Contra Costa College. He is one of many people who have set positive examples and encouraged me throughout my career.

2. Among the unique projects you've initiated is a monthly one-hour Internet broadcast. How did that all come together, what are the goals and how is it going?

The one-hour internet show, entitled "Inside the Owls Nest" debuted on our first-ever football Signing Day in February 2014. The objective of the show is to provide an inside look into what is happening in Kennesaw State Athletics by interviewing coaches, administrators and student-athletes. It is a monthly audio show that is streamed live through KSUOwls.com.

The first show was a live four-hour broadcast that originated from the football office and provided immediate updates as each signee became official. There were numerous guests who included the director of athletics, football coaches, other KSU coaches and legendary coach Vince Dooley. With the assistance of KSU Assistant Athletics Director for Corporate Sales and Marketing Lauren Katovsky, we have partnered with the local Buffalo Wild Wings to be the presenting sponsor and the show originates from the restaurant.

3. What did your years in athletics communications outside of the university setting teach you and how has it impacted the work you do now?

My years in athletics communications outside of the university setting taught me a great deal. I was fortunate to work for the 49ers during a special time when the organization experienced unprecedented success and the standard level was set very high.

Everybody was held accountable regardless of your position within the organization. I also worked with true public relations professionals in Jerry Walker, Rodney Knox, Dave Rahn, Darla Maeda and Ron Juanso. It was another example of how I took time to observe how they conducted themselves and handled many different circumstances while working in the fast-paced world of the NFL that is heavily followed by the media. I also developed media relations skills and an understanding that as a media relations representative, I am in a service-oriented position that is required to assist the media, but also am responsible for looking out for the best interest of the organization.

4. Kennesaw State is launching a football program. What is that like?

Being a part of the launch of football at Kennesaw State has been an unbelievable experience. Everything that we are doing is being done for the first time, and it has been a tremendous learning experience. As head coach Brian Bohannon always likes to say, we are building the foundation for what football will be at Kennesaw State. In working with Coach Bohannon, I have been able to set all the policies and procedures from a media relations and publicity standpoint. Being in the South, college football is extremely big and the excitement level in the community and around campus is very high.

During our first signing day last February, our website set a record for most page views in one day with over 36,000. In October, we held a scrimmage at Fifth Third Bank Stadium that drew 4,000 people. Fifth Third Bank Stadium has a seating capacity of over 8,000 with 3,600 seats available for public sale. We just announced last week that we have received over 4,000 season ticket deposits and have started a waiting list.

The media exposure Kennesaw State has received since the announcement of football has substantially increased and has helped other programs gain coverage. In addition to football, our men's golf team is nationally ranked and our baseball team had an historic year last spring as it won its first-ever Atlantic Sun Conference title, captured the Tallahassee Regional and advanced to a Super Regional for the first time at the Division I level. It is a very exciting time at Kennesaw State.

5. You've wandered far from your Pinole, Calif., home. What drew you to Kennesaw State and what keeps you in the profession?

What drew me to Kennesaw State from the San Francisco Bay Area was the opportunity to return to a campus setting and be part of a growing university and athletics department. Also, having the chance to help build a football program is something special and unique. What keeps me in the profession is my love of sports, being part of a team, experiencing the excitement and sense of accomplishment when our student-athletes and teams win. Even though we work long hours, I truly have a passion for what I do and can't see myself doing anything else.



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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 participant's 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.


How To Report & Shut Down Fake Twitter Accounts

By Chris Syme, cksyme.com

There are two sides to every coin. When I travel to train student-athletes and coaches about using social media responsibly we always talk about cyber safety, including fake Twitter accounts. Some athletes think a fake account would be a compliment and see it as a sign they are popular. That's when I like to pull a couple horror stories out of my hat of athletes that have been victims of account impersonation. Many don't realize the possible ramifications of social media identity theft. It can make a life miserable if it isn't stopped.

Recently, University of Oregon senior associate athletic director Craig Pintens reported that their department regularly searches for fake accounts using names of their athletes. Pintens said the department takes these breaches seriously, and often fans will alert them to the fake accounts. The department works with Twitter to get the accounts removed.

I encourage athletes and coaches to Google their names and search Twitter for likenesses of their names on a regular basis. Twitter did not always have a simple process for reporting account impersonations. But since they limited the privilege of verified accounts, there is an easy and streamlined process for reporting a fake Twitter account. The process is the same for personal or department accounts. Here's a step-by-step process of how to report a fake Twitter account:




1. Always take a screenshot. When you come across a fake account using your name, take a screenshot and save to make sure you have a personal record.



2. Go to your Twitter profile pull down menu. Click on the help setting.



3. Once on the help screen, scroll down to "Policies and Violations." In this section, click on the menu item, "How to report violations."



4. Once you click through to this page, make sure you read the short paragraph at the top of the page. In order to expedite your request, you will have to fill out a report, provide verification of who you are, and grant Twitter permission to use your information when contacting the third party violator. I would also recommend clicking the link to read Twitter's impersonation policy so you understand exactly what Twitter considers a violation. Twitter users are allowed to create fan, parody, and commentary accounts. They probably will not remove an account that clearly states it is not the real person. They are looking for true impersonation accounts, as their site states here: Impersonation is a violation of the Twitter Rules. Twitter accounts portraying another person in a confusing or deceptive manner may be permanently suspended under the Twitter Impersonation Policy.

5. Fill out the Twitter form. If you do intend to report an impersonation, Twitter will require a few pieces of information in addition to filling out the form:

A copy of your government-issued ID (individuals)

Your company website (brands)

Your email address (please provide your company email address if reporting brand impersonation)

If you are not the individual or brand owner, you will be required to provide documentary evidence that you have authority to act on the person or brand owner's behalf (i.e., agent's agreement, power of attorney, etc.) via fax.

Note: If you are reporting the violation on behalf of another, for instance a student-athlete, you will have to provide information that proves you are representing the other person. Pintens said he has been established as a UO student-athlete representative by Twitter. He had to provide a copy of his business card and driver's license when he first began working with Twitter on this issue four years ago. When he submits a request now, Twitter asks for a previous case precedence which expedites his request.

6. Click on the link to report a violation. Once you have all the information gathered, fill out the form and submit. Twitter is much more in tune to these reports than in the past and they are usually pretty prompt about getting back to you initially.

7. FYI: You can use the same process for reporting a trademark or logo violation. I have also worked with brands that have had their logo hijacked by pranksters. Twitter is also very responsive to these requests, provided your logo is trademarked. If you have not trademarked your logo, it is a simple process to do on a legal website such as Legal Zoom and costs less than \$200. I always recommend that athletic departments trademark their logos.

Impersonation accounts can cause havoc and damage a reputation you've worked hard to build. It is the social media equivalent of identity theft. With all the misbehavior on social media these days, the public may not be able to tell the difference between a fake account and a real one. Be proactive in protecting your brand online and those of your student-athletes and coaches.

HOW TO REPORT AND SHUT DOWN FAKE TWITTER ACCOUNTS





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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



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for their help
and assistance
throughout
the year**

Boost Your Live Event With Instagram Stories

by Chris Syme, Owner/Partner, CKSyme Media Group, at cksyme.com



They say a picture is worth a thousand words. Considering the real-time pace of a live event, images are a perfect way to engage the divided attention of attendees and give online followers the feeling they are there as well. Using a storyboard to boost your live event with Instagram will guarantee that you capture the images that will maximize the event experience for everyone.

I know the concept of story is coming dangerously close to the edge of overuse, but understanding the key elements of story will help social media managers look beyond the simple pieces of an event and put together a narrative that draws fans into the experience, whether they are present in the flesh or simply following online. Here are a few key elements to keep in mind:

1. A STORY HAS MANY STORYLINES.

Every good story has multiple pieces. Weaving them all together constructs the plot. Every event can be treated as a story by brainstorming the different pieces of action going on in any given event. For instance, if you manage live sporting events, the actual flow (score, stats, big plays) of the game is only one piece of the storyline. When identifying the storylines, a good place to start is to identify the people/experiences at the game: fans, cheerleaders,

players, coaches, ticket takers, opponents, referees, concessions, tailgating, music, in-game promotions, and the list goes on. After you've identified the characters in the story, brainstorm about how they experience the event. If your event is a conference or a fundraiser, you can use the same process. Go through the event through the eyes of the participants. And don't forget those watching online—what would they want to see?

2. STORYBOARD YOUR EVENT.

In my first video production job, my mentor taught me the importance of storyboarding every piece we produced. Depending on the piece, sometimes it was a short meeting. Other times, we spent multiple meetings discussing the flow and story of a video. Luckily for me, my background as a high school English teacher helped acclimate quickly to the idea of producing a story, no matter if it was a short 30-second commercial or a longer feature piece.

“What he was trying to teach me was that storytelling is a mindset, a way to approach video production, not something that you slap on a project.”

Storyboarding can be simple or it can be elaborate. You

sto·ry·board

/ˈstɔːrēˌbɔːrd/ ⓘ

noun

a sequence of drawings, typically with some directions and dialogue, representing the shots planned for a movie or television production.

can do it on paper, you can do it in your mind. However you do it, it is a necessary step in covering live events with images. I would suggest you do it on paper until it becomes second nature.

Start by taking the information you gleaned in number one above and put together a chronological story about the event experience, complete with characters and storylines. You can do this on a chart or using actual thumbnail sketches using stick figures. I would bring the photographer into this process. The thumbnail tactic is especially helpful in coaching your photographer through the appropriate shots. The end product is your shot chart (timeline) for the event.

Talk about point of view. Who is telling the story? What is the mood? Is your photographer the conduit of the experience for the audience—told in first person? Or are you going to tell your story through the view of the characters? At the end of your planning session, you should come out with a plan of specific shots at specific points in the event that you will post on Instagram. Also talk about how to capture spontaneous moments and how they work into the story.

3. CROSS PROMOTE YOUR INSTAGRAM STORY ON OTHER SOCIAL MEDIA CHANNELS.

At events such as conferences and sporting events, we are getting used to seeing large screens that show a real-time Twitter feed that revolves around a hashtag. What about a live Instagram feed that is fed by your event hashtag? Your story will encourage others to add to the story, just as followers do on a Twitter hashtag. You can also selectively promote the photos of others on your live media at the event and encourage people to post their experiences on Instagram as well as Twitter.

Don't forget to promote your story using the social media channels that your attendees frequent during the event, whether that is Twitter, Facebook, or Snapchat. This is

especially important for followers that are not on-site. Your images are their link to a virtual event experience. Make sure you tell a story that keeps them feeling like they are there, and makes them want to attend your next event.

With a little work, you can boost your live event with Instagram stories. If your social media posts for a live event consist only of a mass of mindless photos and selfies, you are missing an opportunity to tell a story that can keep your followers glued to their screens much like the readers of a good novel cannot put a book down until they are finished.

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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.)





NAIA-SIDA Fall Continuing Education Series

PREVIOUS MONTHLY CALLS/WEBINARS

Tuesday, Sept. 23: Time Management as an SID

Host: Aaron Sagraves Assistant AD for Communications at Cornerstone (Mich.)

Audio Archive: <https://global.openvoice.com/wav/rec/43b/8043089b-5a3f-4938-873a-a51bb724d43b.mp3>

Most of us are a one-man shop and some week's we can have three home events in one day or a five day stretch of home games plus a big athletic event like a Hall of Fame banquet that all needs to be managed by the SID. How do you get it all done? How do you prioritize what needs to get done first and how do you manage your time with everything going on. Cornerstone SID Aaron Sagraves breaks it down.

Tuesday, Oct 28: Working with Interns/Student Workers

Host: Tyler Price, Baker University Assistant Director of Athletic Communications

We can all use some extra help around the office or on game days. Each of our institutions are full of young and hungry college students ready to learn a new skill. How can you find interns/student workers and how can you

make their role in your department robust for all involved?

Audio Archive: <https://global.openvoice.com/wav/rec/2d2/57dd142f-0a15-47ed-9348-4ea5b46342d2.mp3>

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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COLLEGE NETWORK

The background features a dark, grid-like pattern with various basketball statistics: 'Fouls 17-34', 'Balls 16:00', and '76-83'. There are also arrows and a '1st Dn' label.



COLLEGE FOOTBALL
PLAYOFF

#1

PLAYOFF SEMIFINAL
ROSE BOWL GAME
NEW YEAR'S DAY

NATIONAL CHAMPIONSHIP
NORTH TEXAS
1.12.15

PLAYOFF SEMIFINAL
SUGAR BOWL
NEW YEAR'S DAY

COMING THIS SEASON

ESPN

The graphic shows a football at the top, followed by the text 'COLLEGE FOOTBALL PLAYOFF'. Below that is a large '#1' in a circle, flanked by two bracketed paths leading to three playoff games: 'PLAYOFF SEMIFINAL ROSE BOWL GAME NEW YEAR'S DAY', 'NATIONAL CHAMPIONSHIP NORTH TEXAS 1.12.15', and 'PLAYOFF SEMIFINAL SUGAR BOWL NEW YEAR'S DAY'. At the bottom, it says 'COMING THIS SEASON' and the ESPN logo.

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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Thanks to SIDs at all levels
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CONVENTION
SITES**



**June 14-17
2015
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Center

**June 12-15
2016
DALLAS**

Hilton Anatole

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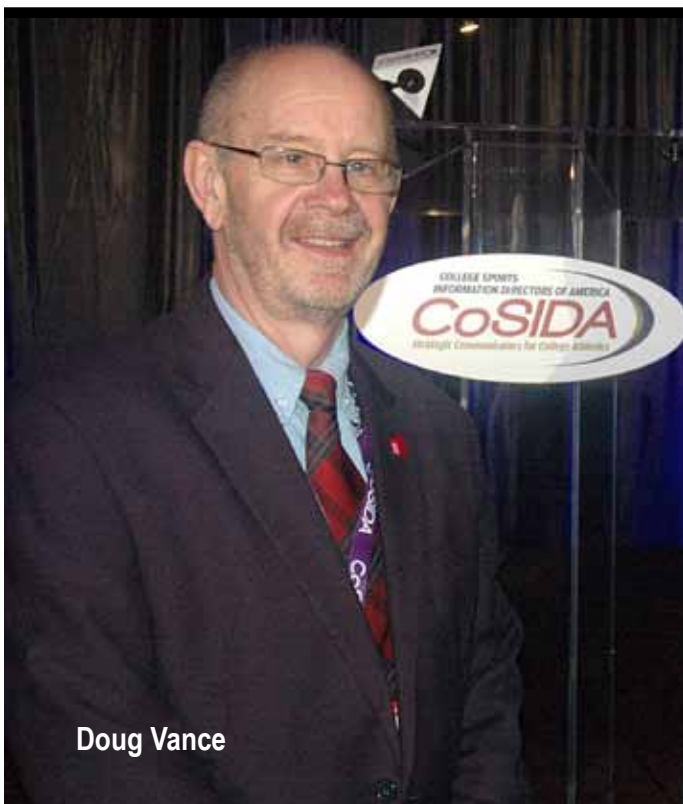
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59th
President
(2014-15)

*

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