

March 2014 E-Digest

**COLLEGE SPORTS
INFORMATION DIRECTORS OF AMERICA**

CoSIDA

Strategic Communicators for College Athletics

2014

**CoSIDA SPECIAL AWARD
WINNERS ANNOUNCED**



FIVE TO JOIN HALL OF FAME

PUSH-UPS. CRUNCHES. TERM PAPERS. YOU HAVE TO TRAIN EXTRA HARD TO MAKE OUR TEAM.

EACH YEAR, OUT OF 500,000+
REGISTERED STUDENT-ATHLETES
FROM ACROSS THE COUNTRY



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WHO MAINTAIN A **3.30 GPA** AND

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WELCOME TO COSIDA!

**YOUR EFFORTS
HELP TELL THE
STUDENT-ATHLETE
STORY EVERY DAY.**

THANK YOU!

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



2014 CoSIDA

MARCH E-DIGEST

Register online **TODAY** for 2014 Convention



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2014 CoSIDA SPECIAL AWARDS HONOREES ANNOUNCED



by Tam Flarup, University of Wisconsin and Chair of the CoSIDA Special Awards Committee

Note: Individual feature articles on each honoree will follow in the coming weeks on CoSIDA.com and will also appear in upcoming CoSIDA E-Digest editions. That schedule will be posted at a later date.

Numerous members of the College Sports Information Directors of America (CoSIDA) organization will receive national awards for outstanding achievements and induct its 2014 Hall of Fame class when the organization holds its 57th annual national convention June 8-11 at the World Marriott Center in Orlando, Fla. This is the second year the CoSIDA Convention will be held in conjunction with the NACDA (National Association of Collegiate Directors of Athletics) & Affiliates Convention.

CoSIDA is comprised of more than 3,000 intercollegiate athletic communications and media relations professionals from colleges, universities and athletic conferences at all divisions of competition in the United States and Canada.

Among the many honors, the organization will recognize its top athletic communications personnel as the newest members of its Hall of Fame. Other awards recognizing emerging leaders, community service, media, trailblazers and lifetime achievement honors also will be presented.

CoSIDA Hall of Fame Class of 2014

Four current and one former sports communications professionals will be inducted into the CoSIDA Hall of Fame at a noon luncheon on Monday, June 9 during the Orlando convention. This CoSIDA Hall of Fame honor is presented to members of CoSIDA who have made outstanding contributions to the field of college athletic communications.

MEMBERS OF THE 2014 HALL OF FAME CLASS INCLUDE:

- **Wayne Block**, Sports Information Director at Mesa Community College and former longtime SID at Christopher Newport
- **Alan Cannon**, CoSIDA past president and Associate Athletic Director of Media Relations at Texas A&M;
- **Samuel Jefferson, Jr.**, a former CoSIDA board member and retired sports information director after serving a long tenure at Jackson State
- **Nick Joos**, also a CoSIDA past president and the Executive Associate Athletics Director for External Affairs at Baylor University; and
- **Bill Wagner**, Director of Sports Information at DePauw University.

Jefferson was selected to the Hall of Fame by the Veterans Selection Committee. The other four were selected by a vote of over 80 CoSIDA Hall of Famers. Cannon served as CoSIDA president during the 2002-03 academic year while Joos served as the organization's president during 2008-09.

LIFETIME ACHIEVEMENT AWARDS

At that same luncheon on June 9, CoSIDA will recognize two professionals with its Lifetime Achievement Award. This award is presented to a CoSIDA member who has served at least 25 years in the profession (as of June 2014) and who is retiring or leaving the profession.

The 2014 Lifetime Achievement recipients include **Bruce Madej** of the University of Michigan and **Rick Leddy** who retired from Southern Connecticut State University in 2007, and most recently served as the secretary to the board of the National Association of Basketball Coaches (NABC) and the NABC Director of Public Relations.



Leddy



Madej

JAKE WADE AWARD

The Jake Wade Award winner is ESPN's **Beth Mowins**. The Jake Wade award is presented annually to an individual who has made an outstanding contribution in the media to the field of intercollegiate athletics and will be presented on Monday, June 9.

Mowins is one of the most versatile and skilled play-by-play broadcasters in the profession as she works BCS and FCS football, college women's basketball (including Westwood One radio play-by-play during the NCAA Division I Women's Final Four), volleyball, lacrosse, men's and women's soccer and softball.

Mowins is only the second woman in broadcast history to have football play-by-play duties, beginning these in 2005 on ESPNU. Mowins is just the fifth woman to receive the award in its 57-year history.



Mowins

ARCH WARD AWARD (University Division award)

The Arch Ward Award is presented annually to a CoSIDA member from a university division school or conference who has made outstanding contributions to the field of college sports communications, and who, by his or her activities, has brought dignity and prestige to the profession.

Julie Bennett, the Director of Athletic Communications at Baylor, will be recognized with this award at the noon awards luncheon on Wednesday, June 11.

Bennett has been the primary media relations contact for the nationally-ranked Baylor women's basketball. She successfully promoted Honda Award winner and multi-player of the year honoree Brittney Griner and the Lady Bears as they raced to a 40-0 record and the 2012 national championship.



Bennett

WARREN BERG AWARD (College Division Award)

Mark Beckenbach, the sports information director at Ohio Wesleyan will receive the college division equal to the Arch Ward as the Warren Berg Award winner. A dedicated member and leader of the Academic All-America® Committee since 1990, Beckenbach's distinguished career has been recognized by CoSIDA before as a Lester Jordan winner (for outstanding support and promotion of CoSIDA's Academic All-America program) and as a member of the Hall of Fame class of 2011.



Beckenbach

Beckenbach currently serves as co-chair of the Academic All-America® Committee, coordinating all the internal/online operations for nominations and votings for the elite scholar-athlete program.

TRAILBLAZER AWARD

Several other awards will be given at that same luncheon including **Edward Hill, Jr.**, the sports information director at Howard University, who will be recognized with the Trailblazer Award.

This honor is presented annually to an individual who is a pioneer in the profession and who has mentored and helped improve the level of ethnic and gender diversity within CoSIDA. Hill has mentored many current members of professional communications profession and worked passionately to pave the way for women and minorities in the profession.



Hill

BOB KENWORTHY COMMUNITY SERVICE AWARD

Sam Atkinson, Gallaudet University Assistant Athletic Director for Communications, will be honored for his community service with the Bob Kenworthy Community Service Award. This is presented annually to a CoSIDA member for civic involvement and accomplishments outside the athletic communications profession.



Atkinson

Community service involvement has been an emphasis for Atkinson all his life. In addition to heavy volunteer efforts in his community, since 2007 Atkinson has served as chair of CoSIDA's Goodwill and Wellness Committee. He created and now plans and organizes, the CoSIDA community service/charitable outreach/5K fun run events at each convention, working with local non-profits in the convention city and coordinating fundraising for the non-profits. Since the inception of these charity outreaches in 2010, a total of 1,100 items have been collected and donated; 213 volunteer service hours completed by CoSIDA members; and in conjunction with the Young CoSIDA charity raffle, the fun run and on-site donations by CoSIDA convention attendees has raised nearly \$9,000.

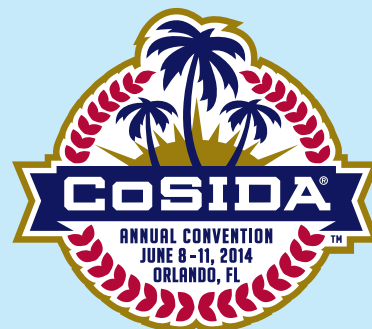
BILL ESPOSITO BACKBONE AWARD

John Paquette, the Associate Commissioner for Communications for the Big East Conference, is the recipient of the Bill Esposito Backbone Award. This award is presented to a CoSIDA member displaying sound judgment and unusual courage in taking a stand in intercollegiate athletics contrary to public opinion and sentiment, or who displays sound judgment and unusual courage in guiding their institution through difficult public relations situations.



Paquette

Having been at the Big East Conference since 1990, Paquette's knowledge and experience were a guiding force for the new version of the Big East, as he "provided credibility and stability in an otherwise fluid landscape."



RISING STAR AWARDS

CoSIDA also recognizes its youthful talent with the **Rising Star Awards**. This award is presented to both a University Division and a College Division member 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.

Ryan Klinkner, the athletic media relations director at St. John’s University (Minn.) was the college division choice. Klinkner also is heavily involved in CoSIDA’s Goodwill and Wellness Committee community service efforts.

Christopher Yandle, Assistant Athletics Director/ Communications at the University of Miami (Fla.) and a frequent CoSIDA Convention presenter, was chosen as the university division recipient.



Klinkner



Yandle

25-YEAR AWARDS

The newest class of the Capital One Academic All-America® Hall of Fame also will be honored in Orlando, and those inductees will be announced in March. They will be recognized at the Capital One Hall of Fame event June 9.

In addition to the special award winners and Hall of Fame induction, the organization also recognizes those who have completed 25 years in the profession.

The following individuals will receive a 25-Year Award plaque at the convention:

Kent Brown of Illinois; **Mark Cohen** of TCU; **Bill Dyer** of Virginia Tech; **Michael Fragale** of West Virginia; **Paul Helgren** of the University of Toledo; **Dave Hilbert** of the University of St. Francis (Ill.); **Doug Ireland** of Northwestern State University; **Steve McCloskey** of Mansfield University; **Tom McGuire** of Bloomsburg University; **Mark Owens** of Middle Tennessee State University; **John Painter** of Colgate University; **Hunter Reid** of Furman University; **Stew Salowitz** of Illinois Wesleyan University; and **Jeff Weiss** of Wayne State University.

Individual news releases/feature articles on each honoree will follow in the coming weeks on the CoSIDA.com website and will also appear in the NACDA Daily Review e-news and the monthly CoSIDA E-Digests for April and May.

2014 CoSIDA AWARDS PRESENTATIONS

Monday, June 9

- Noon-1:45 p.m. CoSIDA Hall of Fame Luncheon
- 5-6:30 p.m. Capital One Academic All-America® Hall of Fame Induction Ceremony

Wednesday, June 11

- Noon-1:45 p.m. CoSIDA Special Awards Luncheon

**2014
CoSIDA
AWARD
WINNERS**

HALL OF FAME

Wayne Block, Christopher Newport
Alan Cannon, Texas A&M
Sam Jefferson, Jackson State
Nick Joos, Baylor
Bill Wagner, DePauw

ARCH WARD AWARD

Julie Bennett, Baylor

WARREN BERG AWARD

Mark Beckenbach, Ohio Wesleyan

JAKE WADE AWARD

Beth Mowins, ESPN

TRAILBLAZER AWARD

Ed Hill, Jr., Howard

**BOB KENWORTHY COMMUNITY
SERVICE AWARD**

Sam Atkinson, Gallaudet

BILL ESPOSITO AWARD

John Paquette, Big East Conference

**RISING STAR -
University Division**

Christopher Yandle, Miami (Fla.)

**RISING STAR -
College Division**

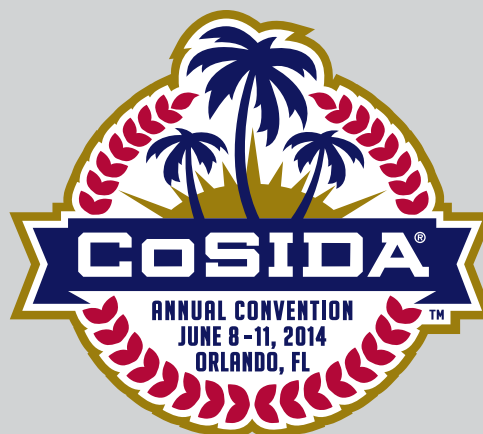
Ryan Klinkner, St. John's (Minn.)

25-YEAR AWARDS

Kent Brown, Illinois
Mark Cohen, TCU
Bill Dyer, Virginia Tech
Michael Fragale, West Virginia
Paul Helgren, Toledo
Dave Hilbert, St. Francis (Ill.)
Reid Hunter, Furman
Doug Ireland, Northwestern State
Steve McCloskey, Mansfield
Tom McGuire, Bloomsburg
Mark Owens, Middle Tennessee State
John Painter, Colgate
Stew Salowitz, Illinois Wesleyan
Jeff Weiss, Wayne State (Mich.)

**LIFETIME ACHIEVEMENT
AWARDS**

Rick Leddy, Southern Connecticut State
Bruce Madej, Michigan





THANK YOU CoSIDA

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



ESPN

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

2014 **CoSIDA** CONVENTION REGISTRATION INFORMATION

Sunday-Wednesday, June 8-11, 2014
WORLD CENTER MARRIOTT RESORT
Orlando, Florida

2014 Convention Online Preregistration
ONLINE RESERVATIONS ARE NOW LIVE

TO PREREGISTER FOR CONVENTION: [Direct link: www.sportssystem.com/cosida](http://www.sportssystem.com/cosida)

NEW REGISTRATION TIERED RATES FOR 2014:

FOR CURRENT COSIDA MEMBERS

- **From February 3-March 21:** The 2014 Convention registration fee for current CoSIDA members is \$205 per individual
- **From March 22-May 12:** Preregistration increases to \$235 per current individual member. May 12 is the final date to pay Convention preregistration rates.
- **Convention on-site registration (June 8-10):** \$255 is the current member on-site registration fee.

FOR NON-COSIDA MEMBERS

- Each preregistration amount will be \$30 more for non-CoSIDA members (\$235 from Feb. 3-March 21; \$265 between March 22-May 12; and \$285 for on-site registration).

COSIDA PREREGISTRATION WILL CLOSE ON MAY 12, 2014.

On-site registration will take place beginning June 8, 2014 at the Palms Registration area at the World Center Marriott.

WHAT DO I GET FOR MY CONVENTION REGISTRATION?

CoSIDA registration rates include (as of Jan. 28): CoSIDA Exhibit Hall Welcome/Kickoff Reception (June 8); ESPN Party (June 8); one entrance/ ticket to Capital One Academic All-America® Hall of Fame Induction Ceremony (June 9); CoSIDA Hall of Fame Luncheon (June 9); one entrance/ticket to NACDA Exhibit Hall social (June 10); CoSIDA Special Awards Luncheon (June 11); CoSIDA Farewell Party (June 11); entrance to all CoSIDA-sponsored programming; and entrance to programming at the NACDA & Affiliates Convention **which is designated as “open to all attendees.”**

PLEASE NOTE: CoSIDA's online registration portal will be separate from the NACDA & Affiliates online registration. CoSIDA members need to register for the convention and reserve hotel rooms via the CoSIDA links above and not via the NACDA.com convention site.

If you have questions while using the Sports Systems online convention registration system, see our Convention Registration FAQs:

http://www.cosida.com/documents/2014/1/30/2014_CoSIDA_Convention_Registration_FAQs.pdf



2014 **CoSIDA** CONVENTION HOTEL REGISTRATION INFORMATION

Sunday-Wednesday, June 8-11, 2014
WORLD CENTER MARRIOTT RESORT
Orlando, Florida

ONLINE RESERVATIONS & PHONE RESERVATIONS ARE NOW LIVE AS OF FEB. 3

CoSIDA CONVENTION ROOM RATES: The hotel room rate is \$174.00 per night plus applicable taxes for single and doubles; triples are \$194 per night and quads are \$214. Make Your 2014 Hotel Reservations in CoSIDA's room block to get the CoSIDA Convention room rate.

Direct URL: <https://resweb.passkey.com/go/CoSIDA2014>

NOTE: You **MUST** use the link above in order to get the discounted CoSIDA Convention room rate of \$174.00 per night (plus taxes). Do **NOT** book your hotel room via the general World Center Marriott Resort reservations system as that general reservation link will not give you the discounted room rate.

2014 CoSIDA CONVENTION REGISTRATION FAQs

To register for the 2014 Orlando Convention: www.sportssystem.com/cosida

What are the dates and location for the 2014 CoSIDA Convention?

The 2014 Convention will take place **Sunday-Wednesday, June 8-11**, at the World Center Marriott in Orlando, Fla. (8701 World Center Drive). The CoSIDA Convention will again be held in conjunction with the annual NACDA & Affiliates Convention.

To see updated convention information as it becomes available, please visit CoSIDA.com's Convention page at <http://www.cosida.com/2014CoSIDAConvention>
We look forward to seeing you in Orlando!



How do I register for the 2014 CoSIDA Convention?

There are two ways – you may register in advance via ONLINE registration ONLY www.sportssystem.com/cosida from Feb. 3 through May 12; or you may register in person at the World Center Marriott June 8-9. If you choose to register in-person, you will pay a higher on-site registration fee.

In addition to online registration, can I do a mail-in convention registration in advance and pay by check?

No. CoSIDA has moved to an online registration system the past few years and all transactions are done online via credit card payment only.

If I choose to register in-person at the Convention, how do I do it and where? Can I use a credit card then or do I need to pay by check?

On-site registration will take place at the World Center Marriott at the Palms Registration desk (follow signs in hotel) Sunday and Monday, June 8-9, beginning Sunday morning. After Monday morning, please see check in at the CoSIDA Office.

What are the costs for convention registration?

New registration rates for '14: The 2014 Convention registration fee for CoSIDA members per individual is \$205 from February 3-March 21, with an increase to \$235 between March 22-May 12, and a \$255 on-site registration fee.

Each amount will be \$30 more for non-CoSIDA members (\$235 from Feb. 3-March 21; \$265 between March 22-May 12; and \$285 for on-site registration).

Please remember that everyone who wishes to attend any of the 2014 Convention events (panels/seminars, social events, awards luncheons, Capital One Academic All-America Hall of Fame ceremony) must be registered.

NOTE: If someone is coming to the Convention ONLY for one of the awards luncheons or the Capital One Academic All-America Hall of Fame to support an award winner, that is a special exception. They do not need to register for the full Convention. They may contact Will Roleson, Director of Internal Operations/Treasurer (willroleson@cosida.com) for payment information for those events.

What is the deadline for registering online for the 2014 Convention?

Monday, May 12, 2014, at midnight Eastern time.

After that date, you will have to register in-person at the Marriott World Center beginning on Sunday, June 8.

Convention FAQs

What is the refund policy for online registration?

Refunds will be provided less \$50 if request is made by June 1. After that date, no refunds will be provided. Please make refund requests to Will Roleson, Director of Internal Operations/Treasurer (willroleson@cosida.com).

Can I also reserve my Marriott World Center hotel room during this online registration process?

Yes. From the Sports Systems online registration form, look for the link which says "Reserve your Marriott World Center hotel room." You will be redirected to our hotel registration page where you will receive the **special CoSIDA Convention room rate of \$174 per night for single and doubles; triples are \$194 per night and quads are \$214.** This amazing room rate for the property will be offered three days prior to the start of the Convention and three days after (June 5-14), if space is available. CoSIDA Convention registrants **MUST** reserve their hotel room through this CoSIDA-specific web site. (link to: <https://resweb.passkey.com/go/CoSIDA2014>)

Can I register staff and family members at the same time I register myself?

In fact, we encourage you to do ALL your registrations at once. If you begin a registration process and have to put it in "draft mode" and return later, the Sports Systems will send you an email reminding you that you have NOT completed registration.

What is the process I do if I want to register myself and then more people from my organization or family under one credit card?

1. If you are registering a group under ONE credit card: Fill out general information about the school/organization on the first page, select the type of attendees (CoSIDA member, non-member, family member/spouse/friend), and enter your credit card information. **You must add yourself as an attendee if you are attending.**

Once you press the "continue button" on this page, your credit card will be charged for everyone in your group. **PLEASE DO NOT CLICK THE BUTTON TWICE OR YOU WILL BE DOUBLE-CHARGED.** USE the "back" buttons if you want to go and review information. After your credit card is processed for the number and type of registrants, you will be taken to a screen to add individual attendees information.

Important: You will not be able to move to the next screen until your fully complete each registrant's information. If you do not fill this section out, your registration will be "pending" and you will not be fully registered – even though your credit card will be charged.

All information on attendees **MUST** be filled out completely. Please do not exit the system before you review the individual registrant page to make sure all your attendees are listed. Your registration will be marked "pending" in the online system unless all individual registrants have been recorded.

2. After entering all attendees, you will be shown a "Finish" button. Click to see a recap of your request and the credit card charged amount. You will then be sent a confirmation email.
3. For example: you want to register four people (yourself, two staff members and your spouse). On page one of the registration form, please pay attention to every field and enter the correct number of people on this front page ... wait for it to finish processing and then go to the next page to enter attendees. Enter each one individually then after you have entered all four, click the "Finish" button and look for your confirmation email. It will show the proper total under the list of attendees in each area. Please make sure that the amount of people entered on page one and the credit card charge for those people equals the number of people you enter on page two. In order to properly register every member of your organization, their names **MUST** be placed on the second registration page.

What if I individuals from my school/organization will be paying by separate credit cards, or if someone wants to pay for spouse/children on his/her personal credit card?

You can do two registrations with two separate credit cards during the same transaction, but you must do a separate registration for each of these groups. After using credit card #1, there will be a link at the end of this process to take you back to the start so that you may use credit card #2. Please use this link. Do not click the "back button" on your browser or you may be double-charged.

How do I get a confirmation receipt?

To get confirmation receipts:

1. When you have completed your registration, **PRINT THE FINAL SCREEN** OR
2. **USE THE EMAIL CONFIRMATION AS YOUR RECEIPT.** You will receive your confirmation email/receipt and other information after you finish this process. Please make sure willroleson@cosida.com is in your approved list of emails in your SPAM-blocker folder.

To ensure email delivery of the confirmation receipt – check your SPAM blockers. Please make sure willroleson@cosida.com is in your approved list of emails in your SPAM-blocker folder, or else you may not receive the email confirmation.

If I complete my registration and later discover that I want to add another registrant – using the SAME credit card that I used previously – what are my steps?

Once you have closed out a transaction, pressed “Finish” and received a confirmation email, that transaction is completed. You cannot go back and edit it/amend it; you will have to go into the system and do another registration process, following all the steps above.

You must use an alternate email address if you do a second registration for others or family members. If you try to use the same email for the second registration, it will tell you to use a different one.

What if I start the registration process and have to leave it incomplete? Will I be timed out? Can I save it and return later? How do I later access the partially-completed registration?

If you save your work and leave the registration after the first page where you do your credit card processing, 30 minutes later you will receive an email from Sports Systems telling you that your registration is “incomplete” and that you need to complete it. Please follow the directions on the email and use that link to log back in and finish your registration. DO NOT begin another registration process; this will lead to a double-billing on your credit card.

What if I've saved my incomplete registration and then return to the Sports Systems and inadvertently start another registration process?

Again – if you've started a registration and receive an email stating that your registration is incomplete, please log back in and complete THAT registration. DO NOT begin another registration process; this may lead to a double-billing on your credit card and double-registrations for you and your group.

What if I find that I have been double-charged for registrations? How can I avoid this happening?

If you have an incorrect charge to your credit card, IMMEDIATELY contact Will Roleson, Director of Internal Operations/Treasurer (willroleson@cosida.com; phone: 317-490-2905). We will attempt to cancel your credit card transaction IF we receive the request within hours of the incorrect total, or we will work with you to refund your credit card if necessary. Our first priority will be to cancel the credit card transaction and have you go back in and re-register.

If that is not possible, then Will will send you a refund via check once you provide him your pertinent mailing information.

Convention FAQs

Can I also pay my 2014-15 CoSIDA membership dues during this online registration process?

You are encouraged to pay 2014-15 dues during the spring and summer, and can pay your dues during Convention registration if you wish in a separate transaction.

REMEMBER- when you register for the 2014 Convention, you are paying for Convention-associated costs only – the Convention fee DOES NOT cover your 2014-15 membership dues. Membership dues are a separate charge.

On the CoSIDA online registration page, click on the link which says: “Want to pay 2014-15 CoSIDA membership dues?” That will link you back to CoSIDA.com where you may log on and pay for your 2014-15 membership.

REMEMBER: if you are the CUSTODIAN of your organization’s directory, you can go online and pay dues for all staff members as well as update your organization and personal information at any time. Want to become the custodian or your organization’s account or unsure if you are? Inquire HERE (link to www.cosida.com/register.aspx).

What if I have additional questions?

Contact Will Roleson, Director of Internal Operations/Treasurer (willroleson@cosida.com) if there is a registration form technical error, an incorrect charge to your credit card, or if you need to make a name change or have other questions.



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Youtube.com/cosidanewmedia channel launched

CoSIDA New Media Committee co-chair Mat Kanan of Western Michigan has launched CoSIDA's newest social media platform that will serve as a resource for all CoSIDA members on the 'ins and outs' of creating digital/video content.



CoSIDA New Media Committee members and to the general CoSIDA membership,

I present to you www.youtube.com/cosidanewmedia. This channel will serve as a resource for not only members of this committee but to all CoSIDA members on the ups and downs, and ins and outs of creating digital/video content.

I created this video: <http://youtu.be/hivQvDs2ByQ> to show everyone what my goal is for this channel, but I will break it down here as well.

We are looking for every member of our New Media Committee to submit a video to this channel telling CoSIDA members a story behind a particular video project that either went amazingly smooth, horribly wrong or somewhere in the middle. All submissions MUST be video, and they can be as simple as sitting in front of a camera and recalling a story. You can have a guest and conduct a Q&A. The goal is to create content and information for this channel in order to push it out to the masses.

The channel has four play lists included. The first, "From the camera of ...", is dedicated to video submissions where you do a Q&A with someone who helped you with a video project and how their expertise helped you get to your vision. The next is "How to", simply these videos are instructional areas such as lighting, camera set up, the right equipment, etc. Next is "Best Practices", where you create a video where you talk about an online/digital/video project you created that was unique. We are always looking for ideas to engage our fans and video is one of the top "engagers" right now. Finally, we have "Use take two".

This playlist is almost a confessional to other members of the industry about a video project that did not quite meet your expectations but how you learned from it to make the final product that much more amazing.

The ultimate goal of this channel is to generate enough content to possibly display it and/or make it available to attendees during this summer's CoSIDA convention in Orlando.

It is extremely simple to get started. Once you have your video submission ready, email me at mat.kanan@wmich.edu or DM me on Twitter @kananmj and I will give you log in information for the YouTube channel.

A Google+ account has been created under the name Mat Kanan where content from this YouTube channel and information about the committee will be posted. Once you have read this, share it with the masses, share with your video teams, with other media relations professionals in your respective conferences, with your conference offices, etc.

I will serve as the guinea pig for this effort. I will be sitting down with the WMU two students that shot and edited our GLI All-Access Hockey Series (<http://www.youtube.com/playlist?list=PLWJ7YB88XaCo-4DxNuOdLFUT6j3xrKDsJ>). Look for it in the "From the Camera of ..." play list soon.

Thank you and I can't wait for more submissions!

If you have any questions or submissions, please contact me at my email address or via Twitter.

Thank you!

Mat Kanan

Western Michigan University
 Director of Athletic Media Relations
 (269) 387-4125 (office)
 (269) 998-2259 (cell)
mat.kanan@wmich.edu
www.wmubroncos.com
www.twitter.com/kananmj
 #ThePowerofGold

PUBLICATIONS CONTEST

NEXT MARCH 30

CoSIDA Membership:

Welcome to another year of the CoSIDA Publications Contests. We hope that you will consider entering your publications in a contest this year. Our second and final deadline for submissions is **MARCH 30** for all other winter sports and spring sports publications.

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

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

tcundith@jccc.edu

Office: (913) 469-8500 ext. 3122

Cell: (913) 488-5996



PUBLICATIONS CONTEST

CONTESTS GENERAL INFORMATION

Deadline:

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

Entry Forms:

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

Contest Types:

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

Divisions:

We have two divisions – college and university. The university division is all Division I schools. The college division is everyone else. We will take books from the NAIA now as well.

How To Enter

For all contest entries, put the name of the contest, the division and district (in contests that call for it) on the outside of the envelope. All publications should be mailed to the appropriate contest coordinator. Please observe rules regarding entry blanks and deadlines. If entries are not properly entered, they will be disqualified. Three copies of each publication are required for an entry to be considered official. Programs and periodicals require three copies of three different issues from the same year.

STAPLE the completed entry form to at least one of your entries. Your CONFERENCE AFFILIATION and all other requested information must be indicated on the entry form in the appropriate places. **Again, only dues paying members of CoSIDA may enter any of these contests.**

District Breakdowns

District 1: Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont, Nova Scotia, Quebec, Newfoundland, Prince Edward Island and New Brunswick

District 2: Delaware, New Jersey, Pennsylvania, Maryland, West Virginia and the District of Columbia

District 3: Florida, Georgia, North Carolina, South Carolina and Virginia

District 4: Michigan, Ohio, Kentucky, Tennessee and Alabama

District 5: Indiana, Illinois, Wisconsin, Minnesota, Ontario and Manitoba

District 6: Texas, Oklahoma, New Mexico, Arkansas, Mississippi and Louisiana

District 7: Iowa, Missouri, Nebraska, Kansas, Colorado, Wyoming, Montana, North Dakota, South Dakota, Saskatchewan and Alberta

District 8: Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, Washington, British Columbia and Yukon

Contest Rules

• Places will be awarded in each contest. Here's the breakdown. For contests exceeding 50 entries, this same placement is used for district competition:

| | |
|---------------|----------------|
| 1-3 entries | - one place |
| 4-9 entries | - two places |
| 10-17 entries | - three places |
| 18-25 entries | - four places |
| 26-35 entries | - five places |
| 36-46 entries | - eight places |
| 47+ entries | - 10 places |

- Ties are broken using the score from Judge #1.
- An entry must be submitted according to the division in which that sport actually competes. For instance, if a school is NCAA-I in ice hockey and NCAA-II in all other sports, it must enter its ice hockey in Division A and its other publications in Division B.
- All entries must be mailed to the appropriate contest coordinator. Only the entrant is responsible for assuring the entry is properly submitted.
- THE NUMBER OF NAMES ON THE AWARD CERTIFICATE IS LIMITED TO THREE. Should more than three names appear on the entry form, the certificate will be made out to the first three names listed. No additional certificates will be printed. No artists, companies or university departments other than Sports Information or Athletics will be allowed. Only SID types.
- Best Cover will be awarded in all contests (except posters).
- The SID at the school entering a guide, or the winner on the certificate must be a CoSIDA member to win an award.
- All guides produced solely by advertising agencies, graphic design houses or other companies outside of the athletic department will not be eligible for awards. An SID must have control over the publication.
- Any game program designed by an outside agency (i.e. Pro Sports, etc.) will be disqualified.

Reasons You Could Be Disqualified

1. No official entry form or improperly filled in.
2. Entry form not attached to each entry.
3. Entry postmarked late.
4. Entry sent to the wrong coordinator.
5. Entrant has not paid CoSIDA dues.
6. Entry submitted in the wrong division.
7. Entry has been totally produced by an agency, graphic house or outside entity.
8. Failure to indicate conference affiliation.
9. Not enough publications submitted for judging.

Contest coordinators are not required to forward entries which are improperly entered. These entries will be disqualified, therefore please pay close attention to the guidelines and contact the appropriate coordinator if you have additional questions or if you need a clarification.

PUBLICATIONS CONTEST

CONTESTS GENERAL INFORMATION

Game Programs: These are changing publications that are produced for each home game or group of home games and have a primary purpose of resale to the attending public. Programs which are produced as a single issue program to be sold throughout the season (no changing copy) should be entered in the special programs category. Three copies each of three different programs, with entry forms attached to at least one (all three preferred), are required.

Conference Guides: This contest would include preseason preview and postseason review publications (not postseason tournament programs – see special programs) in all sports, but is not intended for record books or generic listings of number/record oriented material. This contest is also not intended for newsletters and other conference periodicals. Three copies of the guide, with entry forms attached to at least one (all three preferred), are required.

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 |
|--|------------------|---------------------|--------------|
| Winter At-Large Media Guides (Field Hockey, Wrestling, Gymnastics, Ice Hockey, Swim and Dive) | Ricky Webster | March 30 | June 1 |
| Multi-Sport Media Guides | Jared Verner | March 30 | June 1 |
| Baseball Media Guides | Rich Moser | March 30 | June 1 |
| Single-Sport Media Guides | Paul Goldberg | March 30 | June 1 |
| Conference Media Guides | Blake Freeland | March 30 | June 1 |
| ^^College Posters | Patrick Pierson | March 30 | June 1 |
| Special Events | Pat Madden | March 30 | June 1 |
| Single-Sport Programs | Rama Peroo | March 30 | June 1 |
| Softball Media Guides | Kelly Vergin | March 30 | June 1 |
| Winter, Spring Posters - University | Gene Cassell | March 30 | June 1 |
| Spring At-Large Media Guides (Golf, Tennis, Track and Lacrosse) | Michael Balestra | March 30 | June 1 |
| Postseason Media Guides | Chris Kutz | March 30 | June 1 |

NOTES FOR 2013-14 SUBMISSIONS

- For the category "College Division Football" this includes NCAA DII, NCAA DIII and NAIA
 - ^^ -- All College division posters are in one category. The separated posters contests are for University division only.
- If a contest is not specifically designated College or University, FBS or FCS, there will be a College and University contest.



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

PUBLICATIONS CONTEST

COORDINATORS MAILING LIST

| Name | College/University | Address | City, State, ZIP |
|-------------------|---|--|----------------------------|
| Roy Allen | Seward County CC | POB 1137 | Liberal, KS 67905 |
| Michael Balestra | Queens College-CUNY | 65-30 Kissena Blvd. | Queens, NY 11367 |
| Dave Beyer | McMurry University | 1401 Sayles Blvd. | Abilene, TX 79605 |
| Gene Cassell | Washburn University | 1700 SW College | Topeka, KS 66621 |
| Tyler Cundith | Johnson County Comm. College | 12345 College Blvd. | Overland Park, KS 66210 |
| Blake Freeland | Oral Roberts University | 7777 S. Lewis Ave | Tulsa, OK 74171 |
| Zach Freeman | Lancaster Bible College | 901 Eden Road | Lancaster, PA 17601 |
| Paul Goldberg | Univ. of Southern California | HER-103, 3501 Watt Way | Los Angeles, CA 90089-0602 |
| Chad Grubbs | Harden-Simmons University | Box 16185 | Abilene, TX 79698 |
| Chris Kutz | Kansas State University | Bramlage Coliseum, Suite 37 1800 College Ave. | Manhattan, KS 66052-3355 |
| Logan Lawrence | St. Edwards University | 3001 S. Congress Ave. | Austin, TX 78704 |
| Pat Madden | National Soccer Coaches Association of America | 800 Ann Ave. | Kansas City, KS 66101 |
| Kevin Maloney | Northwest Mississippi CC | 4975 Hwy 51 North | Senatobia, MS 38668 |
| Michael Morgan | Lindenwood University | 209 S. Kingshighway | St. Charles, MO 63301 |
| Rich Moser | Eastern Illinois University | 600 Lincoln Ave., Lantz Arena | Charleston, IL 61920 |
| Rama Peroo | Cowley College | 125 S. 2nd, Box 1147 | Arkansas City, KS 67005 |
| Patrick Pierson | University of Arkansas | 131 Barnhill Arena | Fayetteville, AR 72701 |
| Tina Price | Old Dominion University | Intercollegiate Athletics Jim Jarrett Athletic Adm., Building | Norfolk, VA 23529-0201 |
| Nicholas Robinson | John Brown University | 2000 West University Street | Siloam Springs, AR 72761 |
| Daniel Ruede | University of Hartford | Sports Center, 200 Bloomfield Ave. | West Hartford, CT 06117 |
| Brandon Scardigli | Kennesaw State University | 1000 Chastain Road, Mailbox 0201 | Kennesaw, GA 30144 |
| Sammi Sheppard | California Baptist University | 8432 Magnolia Ave. | Riverdale, CA 92504 |
| Chris Thompson | Evergreen State College | 2700 Evergreen Pkwy NW, CRC-210 | Olympia, WA 98505 |
| Francis Tommasino | Christopher Newport University | Freeman Center, 1 University Place | Newport News, VA 23606 |
| Kelly Vergin | SUNY Brockport | 350 New Campus Drive | Brockport, NY 14420 |
| Jared Verner | Univ. of Colorado, Colorado Springs | 1420 Austin Bluffs Pkwy. | Colorado Springs, CO 80918 |
| Ricky Webster | Marshalltown CC | 3700 S. Center Street | Marshalltown, IA 50158 |
| Mitch Wigness | University of North Dakota | 2751 2nd Ave. N. Stop 9013 | Grand Forks, ND 58022-9013 |
| Jeremy Wu | Univ. of Southern California | HER-103, 3501 Watt Way | Los Angeles, CA 90089-0601 |

PUBLICATIONS CONTEST

2013-14 ENTRY FORM

(All information must be TYPED)

Please duplicate as many entry blanks as needed. All contests require multiple entries.

Attach an entry form to each entry.

CONTEST CATEGORY:

Division (circle): College or University CoSIDA Dist. (1-8)

Institution: _____

E-mail Address: _____

National Affiliation: _____

Conference (for entered sport): _____

Is this sport an Independent? [circle] Yes No

Was the COVER designed by an outside agency (non-SID, non-university) [circle] Yes No

NAMES TO BE PLACED ON AWARD CERTIFICATE (Limit of three): *

1. _____

2. _____

3. _____

(please remember, no outside professional agencies or printers – SID/Athletics types only)

* **NOTE:** Please check with your school's personnel before submitting names.

Certificates will NOT be reprinted, because the institution submitted the wrong names on the entry form.

Game programs designed by professional agencies will be disqualified.

ENTRY CHECKLIST – Have you ...

- filled in this form completely?
- enclosed an e-mail address to receive grade sheets?
- indicated contest entered on the outside of your mailer?
- sent three copies of your entry (3 each of 3 different issues for game program contests)?
- stapled this form to at least one (all preferred) of your entries?

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

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

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

ASAP Sports - CoSIDA’s official instant transcripts provider

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Sports Systems - CoSIDA’s official online convention registration provider

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

XOS Digital - CoSIDA’s official legal services provider
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online innovations for events



POPULOUS™



FIVE

Questions . . .

With Diane Nordstrom

Associate Director of Athletic Communications, University of Wisconsin

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 never intended on going into sports information but needed some real-life experience for my journalism degree after I was done with my track career at Wisconsin. I had a semester before I graduated and I approached Tam Flarup, who was then the director of women's sports information, and asked her for a job. She hired me on as a student assistant for a semester. After I graduated, Tam gave me a part-time job. We joke that I was the first intern that our office hired.

After a two-year internship, I took an assistant position at Wisconsin-Milwaukee in 1987 and was promoted to SID after a year. I returned to Wisconsin as an assistant in 1990 and have been here ever since! I've done many of the non-revenue sports with the Badgers and I like to think that I'm an advocate for those sports. I'm the longest-tenured volleyball SID in the Big Ten, having done the sport for nearly 25 years, and also currently work with our women's basketball team.

Tam has been a big influence on my life since she also introduced me to CoSIDA and the importance of being involved in the organization. I think everyone I have worked with – whether in our office or at other schools – has influenced me in some way. Learning, sharing and copying from other people is how you keep up in the profession. Whether you're brand new to sports information or if you've been in it for 25 years, you can always learn from other SIDs.



2. *You're a co-chair of the Female Athletic Media Relations Executives (FAME). Tell us about that organization and what barriers still exist for women considering entering those athletics administration?*

FAME has been around officially since 2000 as a way for women in the sports information industry to connect with one another.

I remember early in my career, attending the CoSIDA convention and gathering with other women at the convention to discuss issues pertaining to women in the profession. Sitting around with some of the greats in our profession – Chris Plonsky, Chris Dawson, Debbie Byrne, Debbie Jennings and Mary Jo Haverbeck – was truly a learning experience. I never thought I would in the same position that they were in and here I am 27 years later!

FAME has evolved and its goal is to serve all SIDs – women and men – since many issues pertain to both genders. Our main goal is still to connect women in the profession and hopefully FAME does that through our social media platforms (<https://www.facebook.com/FAMEnews/> and www.twitter.com/CoSIDAFAME) and events at the convention such as the life-work balance panel which FAME sponsored in 2013.

I see many of our young athletes looking to get into athletics with many wanting to be administrators. I love seeing them wanting to switch their love of athletics from competing to their careers. Many of our athletes are interested in internships in a variety of areas in our department so they learn the business at a young age.

While many women are interested in athletics, I don't think they understand the time commitment required. I think we lose a number of women in our profession after they have families and find the time commitment too much.

I think our profession needs to change to allow more people to work from home or allow for more flexible hours. We also need to hire, keep and promote more women in athletics since many of our job hires are who you know and not what you know.

3. How has the launch of the Big Ten Network affected athletics communications at league schools?

The Big Ten Network has been a huge boost to the athletic departments in the conference and I think it has especially benefited the non-revenue sports. They now receive coverage, particularly of championships, that they would not have received before.

From an athletic communications standpoint, it presents a little more work in preparation for more television appearances but that extra work is worth the payoff in the national audience for our sports. You also get to know the talent that works those events on a more regular basis and that pays off if you have a story to promote. Other shows like the Big Ten Women's Report also help spread the word about our great female athletes.

4. Change is a constant, particularly in athletics communications. What do you see on the horizon for the profession?

The biggest thing to be aware of is mobile – if you don't have an app for your school, get one!

I think social media, especially video, will play an even bigger part in our profession in the future. In order to help our coaches recruit athletes in high school, we need to

reach out to them on the platforms they are on. Keep an eye out for that new social media app or network and don't be afraid to join!

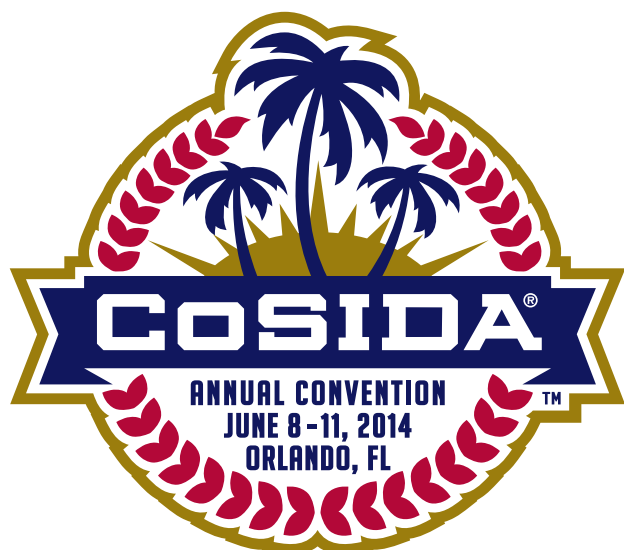
I also think interaction between the student-athletes and coaches with the fans will become an even bigger part of our jobs. We have a great opportunity to tell the stories of our teams and we need to share those stories.

SIDs need to remain ever aware of the changes in the profession and not be afraid to change.

5. You competed in track and field at Wisconsin and have now worked there for 24 years. What keeps you there and what keeps you excited about your work?

I can't think of a better place to work than your alma mater. What keeps me at Wisconsin is the great office that we have. Everyone works really well together and we're always willing to share ideas. In addition, everyone works hard and is willing to help each other out. Our office has also really tried to stay in the forefront of new technologies and social networks, and we're always willing to try new things. It makes every day exciting!

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



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ANNUAL COSIDA SCHOLARSHIP PROGRAM

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

All scholarship applications must be completed online. Check here for further information and all pertinent online links and nomination forms: http://cosida.com/scholarships_new.aspx

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

- **CoSIDA PHIL LANGAN GRADUATE INTERNSHIP GRANT (\$12,000)**

APPLICATION DEADLINE: April 4, 2014

- **CoSIDA LANGSTON ROGERS POSTGRADUATE SCHOLARSHIP (\$7,500)**

APPLICATION DEADLINE: April 14, 2014

- **CoSIDA WYLIE SMITH POSTGRADUATE SCHOLARSHIP (\$7,500)**

APPLICATION DEADLINE: April 14, 2014

- **CoSIDA FRED NUESCH-DAVE WOHLHUETER UNDERGRADUATE SCHOLARSHIPS (two, \$3,000 each)**

APPLICATION DEADLINE: May 2, 2014

NEW SCHOLARSHIP ANNOUNCED

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

Application deadline: May 5, 2014

APPLICATION PROCESS

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

SCHOLARSHIP APPLICATIONS & DEADLINES

CoSIDA PHIL LANGAN GRADUATE INTERNSHIP GRANT

Deadline: Friday, April 4, 2014

- **PHIL LANGAN GRADUATE INTERNSHIP GRANT** is designed to assist member institution sports information offices with funds to support the addition of a graduate internships. There is one award annually, providing \$12,500 for a 10-month appointment. This grant is available only to media relations/sports information offices without paid graduate or undergraduate interns.

Langan, a CoSIDA Hall of Famer (working at Ithaca, Princeton and Brown) who passed away in November of 2009, served the organization as secretary-treasurer and Digest editor from 1972-77.

CoSIDA POSTGRADUATE SCHOLARSHIPS (2)

The CoSIDA Postgraduate Scholarship Program has two scholarships awarded annually: one \$7,500 Wylie Smith Scholarship and one \$7,500 Langston Rogers Scholarship. These are designed to assist outstanding students in sports information offices who have expressed an interest in pursuing a career in collegiate sports information.

CoSIDA LANGSTON ROGERS POSTGRADUATE SCHOLARSHIP

Deadline: Monday, April 14, 2013

• **LANGSTON ROGERS POSTGRADUATE SCHOLARSHIP** is a \$7,500 scholarship, given annually to a rising minority or female student working in athletics communications/sports information who is interested in pursuing a career in the intercollegiate athletic communications profession. Formerly the CoSIDA Postgraduate Scholarship.

The Langston Rogers Postgraduate Scholarship is given to a rising minority or female athletic PR professional. (This scholarship was formerly the CoSIDA Post-Graduate Scholarship).

It was renamed in honor of Rogers, a former CoSIDA President, Hall of Famer, Trailblazer Award and Lifetime Achievement Award recipient who retired from his illustrious athletic communications career in 2010. During the 2010 San Francisco CoSIDA Convention, the CoSIDA Board of Directors announced that this Postgraduate Scholarship would be renamed in Rogers' honor for his outstanding service to athletic communications, his dedication to student-athletes and his mentoring of young professionals.

CoSIDA WYLIE SMITH POSTGRADUATE SCHOLARSHIP

Deadline: Monday, April 14, 2012

• **WYLIE SMITH POSTGRADUATE SCHOLARSHIP** is a \$7,500 annual scholarship given to an outstanding undergraduate in a media relations/sports information office who has expressed an interest in collegiate athletic communications. Wylie Smith is a former CoSIDA Scholarships Committee chairman and long-time Sports Information Director at Northern Arizona University.

CoSIDA UNDERGRADUATE SCHOLARSHIPS (2)

CoSIDA FRED NUESCH-DAVE WOHLHUETER UNDERGRADUATE SCHOLARSHIPS

Deadline: Friday, May 2, 2013

• **CoSIDA FRED NUESCH-DAVE WOHLHUETER UNDERGRADUATE SCHOLARSHIPS:** two \$3,000 scholarships awarded to outstanding undergraduates working in media relations/sports information offices. They are named for former long-time CoSIDA secretary/digest editor Fred Nuesch and former CoSIDA treasurer Dave Wohlhueter, both CoSIDA Hall of Famers. Nuesch spent the majority of his SID career at Texas A&M-Kingsville, while Wohlhueter is retired from Cornell.

CoSIDA MEMBER CHILD SCHOLARSHIPS (2)

Deadline: Monday, May 5, 2014

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

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



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DICK KELLY

Boston College Assistant Athletic Director for Media Relations Passes Away



Dick Kelley, revered at his alma mater throughout his career, battled ALS for many years. A popular and beloved professional in athletic communications who served so proudly at his alma mater, Dick lost his battle with ALS on February 13 at the age of 48.

Courtesy of Boston College Athletics.

How many times have we heard the expression “he died doing what he loved”?

For Dick Kelley, who loved working for Boston College - especially with its basketball team - this was not possible. Amyotrophic lateral sclerosis (ALS) robbed him of that ability some time ago. But what happened Thursday evening in a room on the 22nd floor of Massachusetts General Hospital had to come very close. The two people Dick loved most - his parents, Ann and Ed - sat by his hospital bed and relayed play-by-play of the Boston College-Georgia Tech basketball game. Shortly thereafter, Dick closed his eyes one final time and passed peacefully. Boston College basketball; Ann; Ed; heaven.

Though many people have loved Boston College equally, none loved the Jesuit institution more than Dick Kelley. After graduating from BC and working for two years in the BU Sports Information office, Dick returned to 321 Conte Forum and never left. In his 22 years as the primary contact for BC men’s basketball, he touched the lives of hundreds of coaches, co-workers, student-athletes, media members and colleagues. He also contributed mightily to other programs such as men’s ice hockey, soccer and football.

He preached his mantra of “positive and humble” to the likes of Craig Smith, Jared Dudley, Pete Mitchell, Matt Ryan, Mike Mottau, Chris Kreider and hundreds of others, no doubt helping them perfect their grammar and interview skills along the way. The skills he inherited from his teacher parents were evident in his tough love approach with Eagle student-athletes. He once famously told Matt Ryan “You’re a Boston College graduate, why don’t you sound like it once in a while?”.

Dick was well known as a mentor to dozens of sports information student assistants and interns through the years. His no-nonsense, tough love approach fooled few, as his heart of gold inevitably won them over. Many of his protégés have gone on to highly successful careers in college athletics, professional football, network television, journalism and other fields. Dick received many accolades on a professional level and last February was given the United State Basketball Writers Association’s Most Courageous Award prior to the BC-Virginia basketball game before the longest standing ovation in the history of Conte Forum. Following the game, which BC won on a last-second shot, the entire team mobbed him on press row, a testament to the program’s affection for a man who devoted so much of his life to his work.

In addition to his parents, Dick is survived by brothers Ted and Patrick, nephews Michael and Ryan and nieces Emma and Meghan.

In lieu of flowers, donations may be made in Dick’s honor to Compassionate Care ALS, P. O. Box 1052, West Falmouth, MA 02574 or at www.CCALS.org.



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 ALL YEAR LONG!**



NAIA-SIDA hosts monthly membership calls

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

This effort is being coordinated by CoSIDA's NAIA-SIDA leadership group. The next call is in March 26 with Justin Jarrett of UCSB on Helping YOUR Local Media. The call is 3 p.m. ET / 12 a.m. PT.

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

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

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

SEPTEMBER 26

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

OCTOBER 29

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

NOVEMBER 21

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

JANUARY 23

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

FEBRUARY 20

Organizing Your Office – Alison Smalling/John Phillips, Embry Riddle

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

Number: 1-866-951-1151

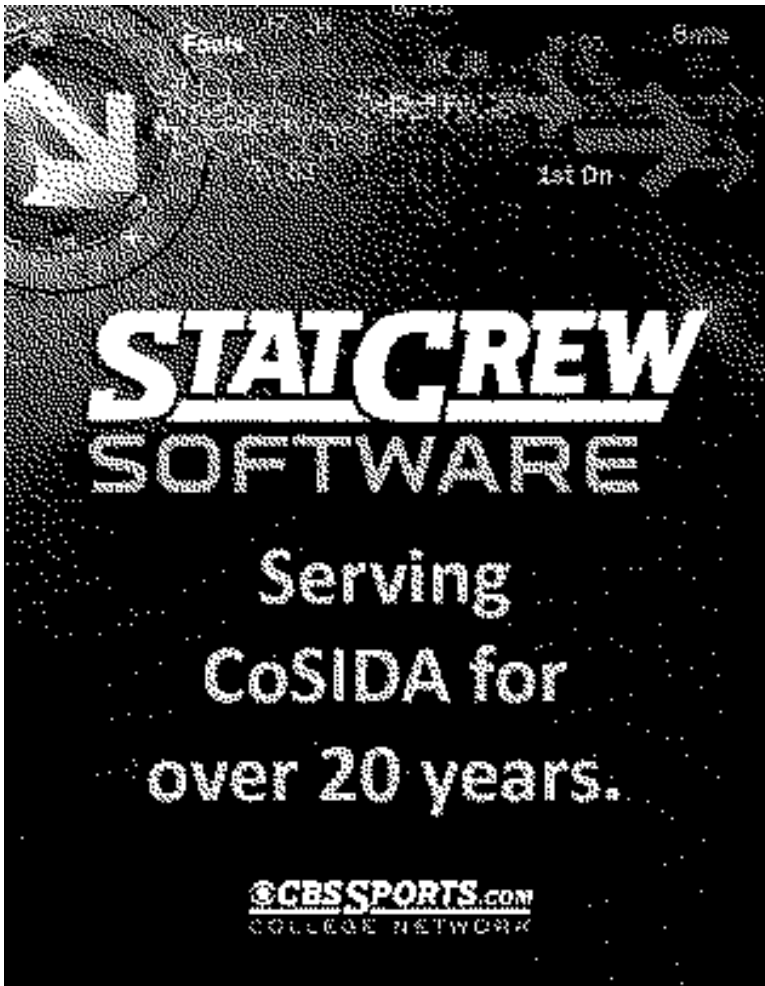
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MARCH 26

Helping YOUR Local Media - Justin Jarrett, UCSB

APRIL (date and presenters TBA)

Graphic Design Tips



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Maximizing Your Academic All-America® Nominations

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

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



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

DO'S...

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

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

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

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

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

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

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

DO NOT'S...

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



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

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

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

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

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

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

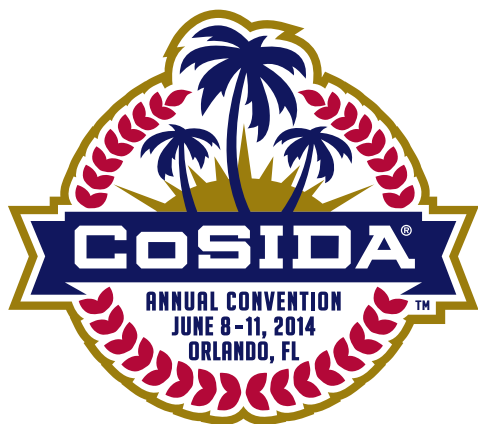
2013-14 SCHEDULE FOR ACADEMIC ALL-AMERICA® NOMINATIONS AND SELECTIONS

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

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

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

updated July 8, 2013



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| Year | Site | Membership | Convention | Year | Site | Membership | Workshop |
|------|---------------|------------|------------|------|------------------|------------|----------|
| 2014 | Orlando | 3056 | | 1993 | Atlanta | 1810 | 987 |
| 2013 | Orlando | 2954 | 852 | 1992 | Lexington | 1706 | 989 |
| 2012 | St. Louis | 2786 | 859 | 1991 | San Francisco | 1669 | 915 |
| 2011 | Marco Island | 2862 | 727 | 1990 | Houston | 1627 | 947 |
| 2010 | San Francisco | 2497 | 614 | 1989 | Washington, D.C. | 1467 | 1122 |
| 2009 | San Antonio | 2563 | 553 | 1988 | Kansas City | 1361 | 855 |
| 2008 | Tampa | 2397 | 832 | 1987 | Portland | 1426 | 701 |
| 2007 | San Diego | 2216 | 920 | 1986 | Nashville | 1360 | 836 |
| 2006 | Nashville | 2143 | 726 | 1985 | Boston | 1341 | 904 |
| 2005 | Philadelphia | 1946 | 783 | 1984 | St. Louis | 1304 | 714 |
| 2004 | Calgary | 1961 | 496 | 1983 | San Diego | 1170 | 610 |
| 2003 | Cleveland | 1954 | 780 | 1982 | Dallas | 1077 | 651 |
| 2002 | Rochester | 1888 | 748 | 1981 | Philadelphia | 984 | 639 |
| 2001 | San Diego | 1877 | 1065 | 1980 | Kansas City | 944 | 495 |
| 2000 | St. Louis | 1855 | 980 | 1979 | Chicago | 593 | 458 |
| 1999 | Orlando | 1839 | 1195 | 1978 | Atlanta | 510 | 415 |
| 1998 | Spokane | 1812 | 609 | 1977 | Los Angeles | 550 | 312 |
| 1997 | New Orleans | 1825 | 1060 | 1976 | Cincinnati | 671 | 335 |
| 1996 | Boston | 1803 | 1056 | 1975 | Houston | 623 | 303 |
| 1995 | Denver | 1772 | 903 | | | | |
| 1994 | Chicago | 1804 | 1030 | | | | |

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| 1975-76 | Bob Bradley | Clemson |
| 1974-75 | Hal Bateman | Air Force |
| 1973-74 | Jones Ramsey | Texas |
| 1972-73 | Jim Mott | Wisconsin |
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| 1969-70 | Harry Burrell | Iowa State |
| 1968-69 | Tom Miller | Indiana |
| 1967-68 | Bill Young | Wyoming |
| 1966-67 | Marvin Francis | Wake Forest |
| 1965-66 | Bob Culp | Western Michigan |

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

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

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