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2014 AUGUST E-DIGEST

Featuring
2014 CONVENTION
PHOTO GALLERY



2014-15
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2014 CoSIDA

AUGUST E-DIGEST



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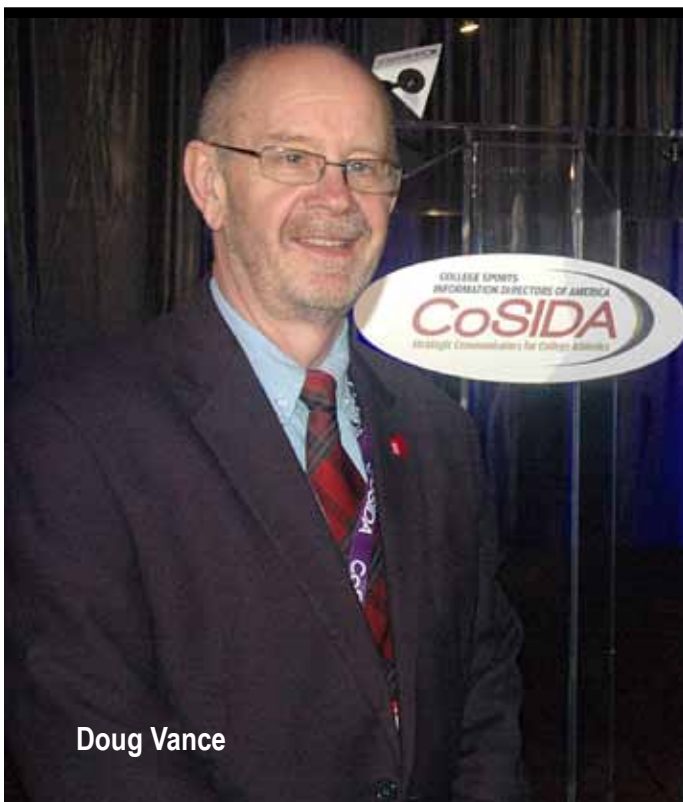


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Doug Vance

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2014 CoSIDA CONVENTION PHOTO GALLERY

Annual Convention
June 9-11, 2014
Orlando, FL

Welcome to the
2014 CoSIDA Convention

In Conjunction with NACDA
& Affiliates Convention Week

Capital One

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PASSING THE GAVEL

Above, outgoing CoSIDA President Shelly Poe of Auburn University receives a plaque of appreciation from incoming CoSIDA President Eric McDowell of Union College (N.Y.). Below, Poe passes the gavel to McDowell.



CoSIDA Past Officers gather prior to the 2014 Convention in Orlando. They are, front from left, Roger Valdiseri (Notre Dame), Langston Rogers (Ole Miss), Doug Vance (Kansas), Charles Bloom (Southeastern Conference) and Dave Wohlhueter (Cornell). Back from left, Justin Doherty (Wisconsin), Tom Di Camillo (Pacific West Conference), Alan Cannon (Texas A&M), Arnie Sgalio (Big Sky Conference) and Max Corbet (Boise State). Past Presidents Jim Vrugink (Purdue) and Doug Dull (Maryland) were also present at the convention.



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2014 CONVENTION



There were 886 CoSIDA registrants for the second convention held in conjunction with NACDA and Affiliates Convention Week in Orlando, Fla. It was CoSIDA's highest convention attendance since 2007. The NACDA and Affiliates Convention Week drew nearly 5,000 total attendees to Orlando. The 2015 CoSIDA Convention will also be held at the Orlando Marriott World Center.



CoSIDA Executive Director Doug Vance was introduced to 2014 convention attendees.



THANK YOU CoSIDA

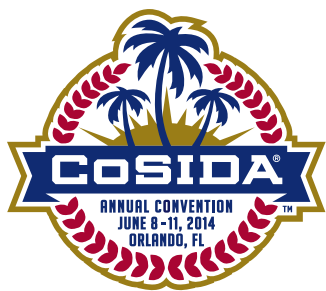
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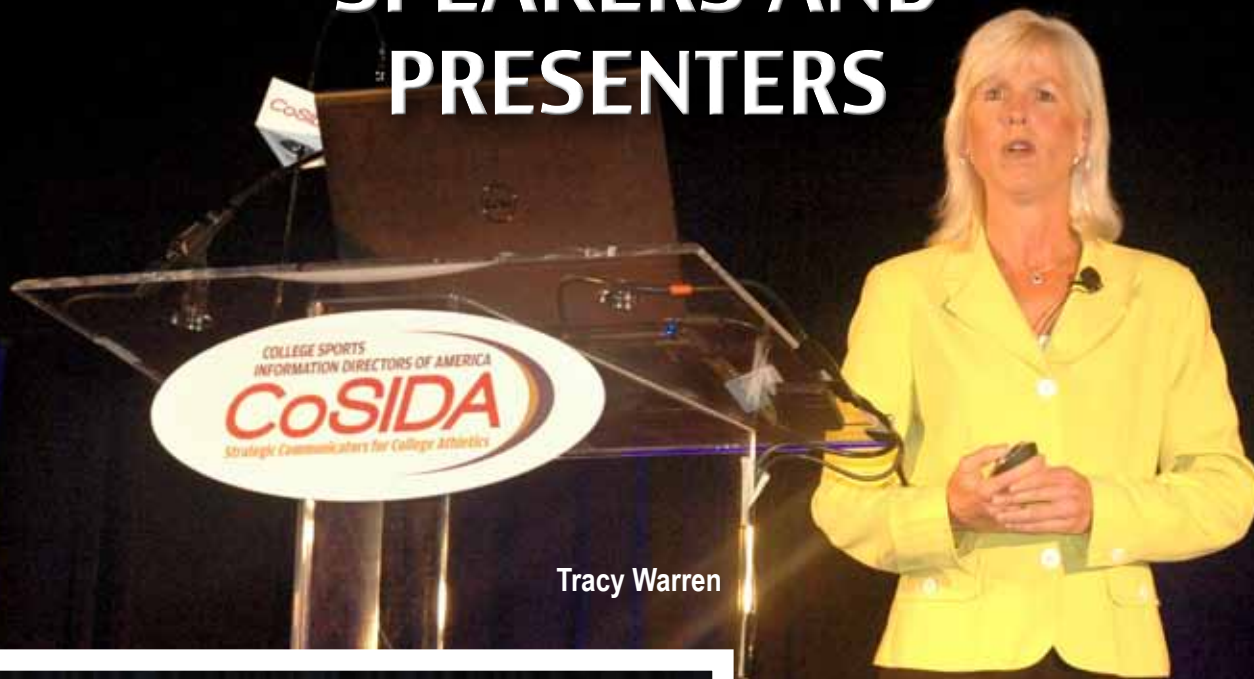
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DIVISIONAL DAY



The 2014 CoSIDA Convention opened with a Divisional Day where individualized programming was provided for attendees from the NAIA and NCAA Divisions I, II and III.

DISTINGUISHED SPEAKERS AND PRESENTERS



Tracy Warren



Bob Beaudine



Dain Blanton

The 2014 convention featured several nationally known professional speakers:

- * Tracy Warren - "Laws Impacting the Sports Information Salary Structure - What You Need to Know"
- * Bob Beaudine - "The Power of WHO!"
- * Dain Blanton - "Getting to Gold"

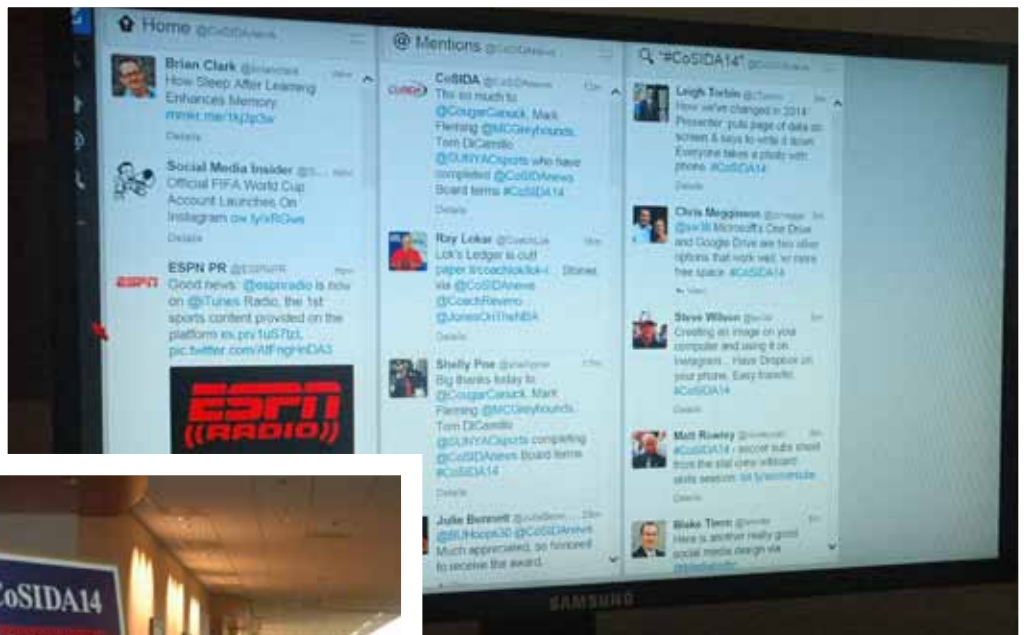
SPEAKERS AND PANELS



2014 CoSIDA Convention panels covered a variety of topics including “Competing for Exposure” (above) “Work/Life Balance” (left) and “Staying Energized in the Profession” (below).



#COSIDA14



CoSIDA Convention attendees had the opportunity to share their thoughts and experiences throughout the week via social media at #CoSIDA14.

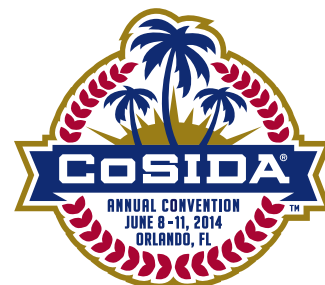


TABLE TOPICS



The always-popular Table Topics session allows convention attendees to learn and ask questions in a small group or one-on-one setting.

SOCIAL EVENTS



Social events sponsored by the NBA, WNBA and Development League (above center), ESPN (above left) and USA Volleyball (above right) were big hits with convention attendees in Orlando. Top, CoSIDA Board members Cindy Potter of Columbia (Mo.) and Judy Willson of the Mountain West Conference shoot some hoops at the NBA event. Above left, ESPN College Football Game Day personality Lee Corso greets attendees at ESPN's desert social. Above right, representatives of USA Volleyball helped promote beach volleyball with several skills competitions for CoSIDA members.

STUDENT-ATHLETES



Chris Hawthorne



Nicole Barringer



Whitni Howell



Student-athletes who participated in Table Topics (above center) at the CoSIDA Convention and a panel with CoSIDA First Vice President Eric McDowell (above far left) were Spencer Dodd of Saint Martin's, Nicole Barringer of Averett, Whitni Howell of Columbia (Mo.) and Chris Hawthorne of Minnesota.

CORPORATE PARTNERS & EXHIBITORS



CoSIDA's corporate partners and convention exhibitors play a key role in the convention experience, providing an opportunity to stay on the cutting edge of products and services in the athletic communications field.

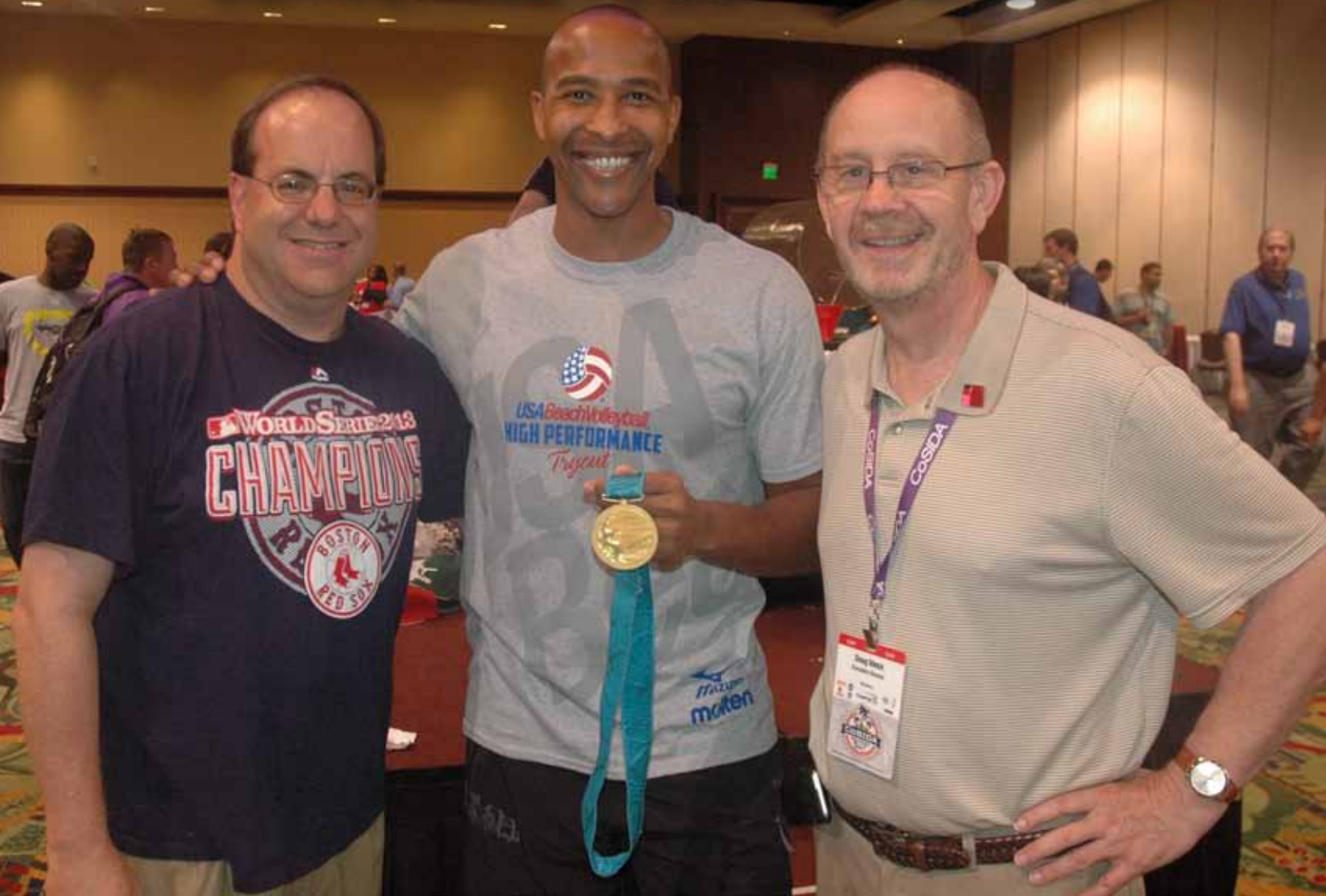
PRODUCT THEATER



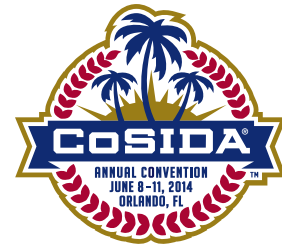
A new opportunity for CoSIDA vendors and corporate partners at the 2014 convention was the CoSIDA Product Theater. This allowed them the opportunity to connect with large groups of convention attendees in a panel setting.



CONVENTION PHOTO GALLERY



Incoming CoSIDA President Eric McDowell (left) and CoSIDA Executive Director Doug Vance (right) with Olympic Beach Volleyball Gold Medalist Dain Blanton at the USA Volleyball social event.



Outgoing CoSIDA Board members Mark Fleming (left) of Moravian, Cindy Potter (center) of Columbia (Mo.) and Tom Di Camillo (right) of the SUNYAC at the final Board meeting of the 2014 Convention. Photo bomb courtesy of Dave Walters of Guilford.

CONVENTION PHOTO GALLERY



CoSIDA President Shelly Poe (above right) with National Association of Collegiate Women Athletics Administrators (NACWAA) Chief Executive Officer Patti Phillips at the NACWAA/CoSIDA reception.



Wisconsin's Diane Nordstrom (left) was one of numerous attendees who posed for mock NCAA Champion magazine cover shots (above).

AWARD WINNERS



Among those honored at the 2014 CoSIDA Hall of Fame Luncheon were, from left, Hall of Fame inductees Sam Jefferson of Jackson State University, Bill Wagner of DePauw University, Wayne Block of Mesa Community College, Alan Cannon of Texas A&M and Nick Joos of Baylor University.



Former Jackson State Sports Information Director Sam Jefferson is interviewed on stage as part of the CoSIDA Hall of Fame induction ceremony.



Alan Cannon and members of the Texas A&M University staff pose for a photo following his CoSIDA Hall of Fame induction.

AWARD WINNERS



Above, Lifetime Achievement Awards were presented to Tom Fick of the University of Wisconsin-Whitewater, Bruce Madej of the University of Michigan and Tom Renner of Hope College.



Left, CoSIDA Hall of Fame inductee Wayne Block interviewed on stage during Hall of Fame ceremony

Left, CoSIDA President Shelly Poe of Auburn University presents the 2014 Jake Wade Award to Beth Mowins of ESPN.

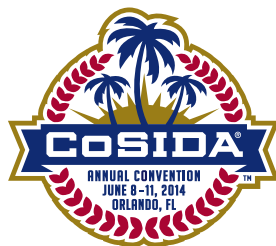
AWARD WINNERS



Above, 2014 College Division Rising Star recipient Ryan Klinkner of St. John's University (Minn.) is interviewed by Chevonne Mansfield of the American Athletic Conference.



Left, Gallaudet University's Sam Atkinson with his wife and daughters after receiving the Bob Kenworthy Community Service Award.



Right, Baylor University's Julie Bennett receives the Arch Ward Award from CoSIDA President Shelly Poe of Auburn University.



AWARD WINNERS



Ed Hill, Jr., of Howard University is surrounded by friends and colleagues after receiving the 2014 Mary Jo Haverbeck Trailblazer Award.



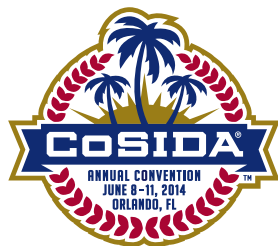
Chris Yandle of the University of Miami received the 2014 University Division Rising Star Award.



Mark Beckenbach of Ohio Wesleyan University received the Warren Berg Award.



2014 Bill Esposito Backbone Award Winner John Paquette of the Big East Conference.



Baylor's athletic communications staff was well represented at the 2014 Convention. At left, CoSIDA award recipients Nick Joos (far left) and Julie Bennett (second from left) are supported by Heath Nielsen and Kellen Coleman.

CAPITAL ONE ACADEMIC ALL-AMERICA® HALL OF FAME



Dick Enberg (far right) is joined by 2014 Dick Enberg Award recipient Ann Meyers Drysdale and the latest class of inductees into the Capital One Academic All-America® Hall of Fame at the Orlando Convention. Joining Enberg in the photo, above from left, are Byron Daub of title sponsor Capital One, Dick Nunis of the University of Southern California, Terry Carleton of Bentley University, Dr. Sigall Bell of the University of California, Drysdale of UCLA, Derrick Brooks of Florida State University and Tiki Barber of the University of Virginia.



Academic All-America® Hall of Fame inductee Terry Carleton (left) of Bentley University is interviewed by ceremony emcee Rece Davis.



Byron Daub, Director of Brand Sponsorships for title sponsor Capital One, addresses the audience prior to the induction ceremony.



CAPITAL ONE ACADEMIC ALL-AMERICA® HALL OF FAME

Academic All-America® Hall of Fame inductee Derrick Brooks (far right) of Florida State University with (from left) emcee Rece Davis of ESPN, CoSIDA President Shelly Poe of Auburn University and Byron Daub of Capital One.



Academic All-America® Hall of Fame inductee Tiki Barber of the University of Virginia with CoSIDA President Shelly Poe of Auburn University.



Academic All-America® Hall of Fame inductee Dr. Sigall Bell (back row second from left) of the University of California is joined by numerous family members at the 2014 induction ceremony.

CAPITAL ONE ACADEMIC ALL-AMERICA® HALL OF FAME



Above, Academic All-America® Hall of Fame inductee Dick Nunis with University of Southern California Sports Information Director Tim Tesselone (left) and Associate Athletic Director Scott Jacobson.

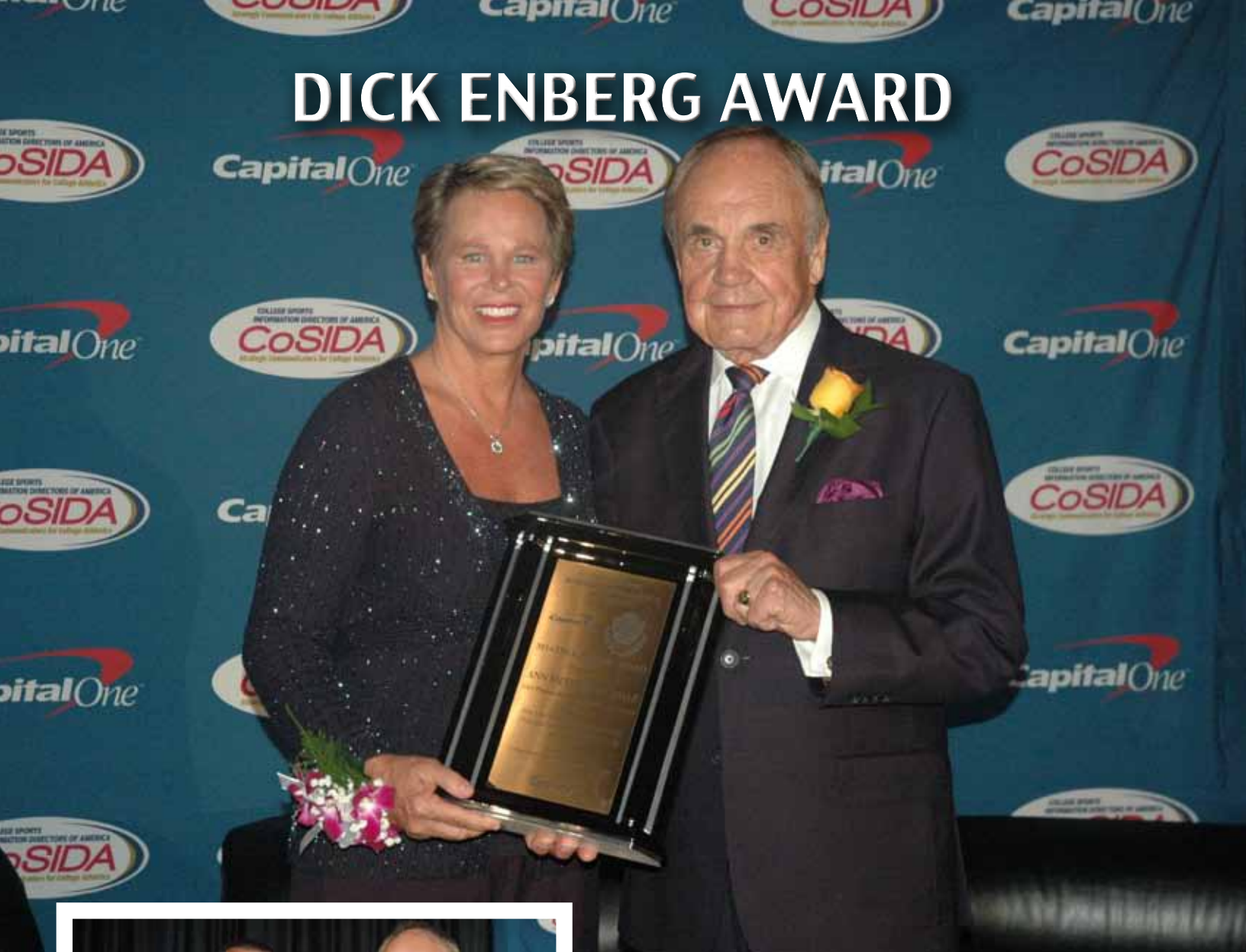


Academic All-America® Hall of Fame inductee Terry Carleton with Bentley University Sports Information Director Dick Lipe.

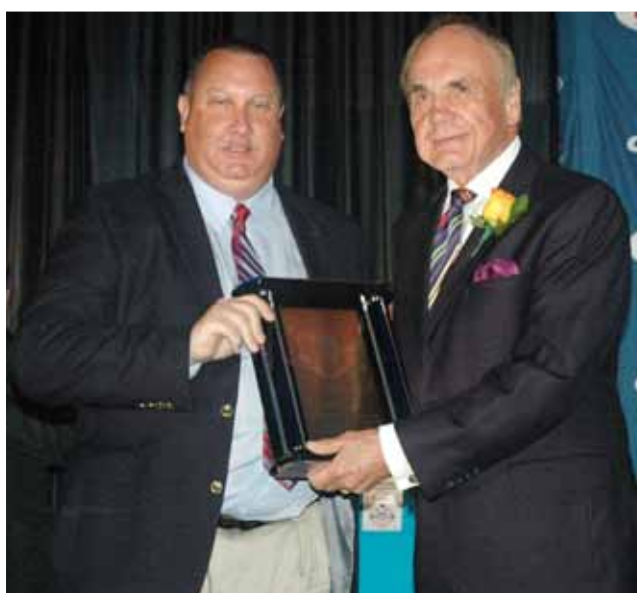


University of Virginia Assistant Athletics Director for Media Relations Jim Daves (center) with Academic All-America® Hall of Fame inductee Tiki Barber (left) and Dick Enberg (right).

DICK ENBERG AWARD



Above, Dick Enberg presents the 2014 Dick Enberg Award to Ann Meyers Drysdale, a UCLA graduate and current Vice President of the NBA Phoenix Suns and WNBA Phoenix Mercury. Below, Enberg is interviewed by emcee Rece Davis.



In addition to presenting awards, Dick Enberg was also a surprise recipient of the 2014 Lester Jordan Award for his devotion to the Academic All-America® program. He was presented the award by Jim Seavey of the Massachusetts Maritime Academy who serves as an Academic All-America® Committee vice chair.





ACADEMIC ALL-AMERICA® PROGRAM

as selected by CoSIDA

HEAR THE STORIES OF THE 2013-14 CAPITAL ONE ACADEMIC ALL-AMERICANS OF THE YEAR

For the last two years, CoSIDA members who have a student-athlete receive “Capital One Academic All-American of the Year” honors for a particular sport have produced videos on those award winners.

Highlights of each video include game footage, along with each student-athletes discussing his or her college athletic and academic experience and what it means to earn the prestigious Capital One Academic All-America honor.

These videos are housed on the CoSIDA.com website video channel. The videos are coordinated by Mark Adkins (Manchester College), who serves on the CoSIDA Board and also is a member of CoSIDA’s Academic All-America® Committee.

Christy Cazzola
2014 Capital One
Women’s Track & Field/Cross Country
Division III
Academic All-American of the Year

Kristina Marova
2014 Capital One
At-Large
College Division
Academic All-American of the Year

Hannah Helker
2014 Capital One
Women’s Track & Field/Cross Country
College Division Academic All-American of the Year



ACADEMIC ALL-AMERICA® PROGRAM

as selected by CoSIDA

Bogdan Knezevic
Calgary
2014 Capital One
College Division Men's At-Large
Academic All-American of the Year

Ana Bogdanovski
Johns Hopkins
2014 Capital One
Division III Women's At-Large
Academic All-American of the Year

Travis Mason
St. Norbert
2014 Capital One
Division III Baseball
Academic All-American of the Year

Tim Colwell
North Dakota State
2014 Capital One
Division I Baseball
Academic All-American of the Year

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



JIM SEAVEY

Named a Massachusetts Maritime Employee of The Year Honoree



***Release courtesy of
Massachusetts Maritime Academy Athletics***

After completing his sixth year as Director of Sports Information & Intercollegiate Scheduling Coordinator, Jim Seavey has been named by Massachusetts Maritime as one of three 2013-14 Academy Employee of the Year honorees. The award was announced at the institution's annual end-of-year employee cookout by school President Admiral Rick Gurnon.

A resident of Bridgewater, Mass., Seavey was cited by Gurnon for "keeping Massachusetts Maritime in the spotlight at local, regional and national levels." Gurnon noted a pair of national Capital One Academic All-America citations, as well as the Academy's third cadet in five years featured in Sports Illustrated's "Faces In The Crowd" column, among his accomplishments.

"Jim's dedication to our student-athletes and to the mission of the athletic department is a reflection of the pride that he takes in his job," Massachusetts Maritime Director of Athletics Bob Corradi said of Seavey's honor. "I offer sincere congratulations to Jim and his family on this great honor."

A 1986 graduate of Marquette University, Seavey came to Massachusetts Maritime in 2008 and recently completed his 26th year in the college sports information profession. He was inducted into the College Sports Information Directors of America (CoSIDA) Hall of Fame in June 2013 shortly after receiving the Eastern College Athletic Conference Sports Information Directors Association's (ECAC-SIDA) highest honor, the Irving T. Marsh Award. In

addition, Jim was the recipient of CoSIDA's Lester Jordan Award for his work with the organization's Academic All-America program in 2009 and received the Scoop Hudgins Outstanding Sports Information Director Award from the All-America Football Foundation in 2008.

Seavey was honored with the Kevin Honkala Memorial Award in 2012 by the Massachusetts Maritime baseball team that is presented annually to recognize contributions to Buccaneer baseball, and he also successfully nominated and promoted two major NCAA honors that Massachusetts Maritime received in an 18-month span, as Captain Richard Phillips received the NCAA Award of Valor in January 2010 and Meredith Hall was one of four recipients of the NCAA Sportsmanship Award in August 2011. In addition, Seavey received national honorable mention recognition from the NCAA and the Division III Sports Information Directors Association (D3SIDA) in November 2012 as part of the Division III Quarterly Identity Initiative Recognition Program for his feature entitled "Teddy's Ballgame", which chronicled the Buccaneer men's lacrosse team's involvement with Team IMPACT.

Prior to his arrival at Massachusetts Maritime, Seavey served in various administrative roles at six other institutions, including a nine-year stint as Associate Director of Athletics for External Affairs & Communications at Stonehill College. He was honored as part of Stonehill's national championship teams in women's lacrosse (2003 & 2005) and equestrian (2003) that were inducted into the College's Athletic Hall of Fame in 2011.

BOB VAZQUEZ

Retires After 37 Years in Media Relations



Release courtesy of Cal State Northridge Athletics

Bob Vazquez, known to everyone as Bobby V, worked in college athletics over a span of five decades starting in 1977 at UC Santa Barbara (1977-83), Stanford University (1983-2007) and Cal State University Northridge (2007-2014).

“There are three phases in a person’s life ... childhood, your adult working years, and finally retirement,” said Vazquez. “I have decided to enter the final phase of my life ... retirement. August 1, 2014 will be the final working day of my life.”

For the past seven-plus years, Vazquez has served as the Assistant Athletics Director, Strategic Communications at CSUN.

Vazquez directed the publicity efforts of the Matador’s 19-sports intercollegiate athletic program, with a main emphasis on men’s basketball, women’s water polo and the CSUN website (www.gomatadors.com). In addition, Vazquez is a member of the Cal State Northridge Hall of Fame Committee, and Matador Mentors (advising students at CSUN).

Vazquez worked nearly 24 years as Media Relations Director (Athletics, 1983-2007) at Stanford University where he was a recipient of 20 press guide awards by CoSIDA (College Sports Information Directors of America). Vazquez also served as co-SID.

While at Stanford University, Vazquez served as media coordinator at numerous NCAA National and Regional Tournaments as well as many Pac-12 Championships. Vazquez also served on Stanford’s Hall of Fame Committee as well as the annual Academic Awards Committee.

“Working at UCSB, Stanford and CSUN have been

great experiences,” said Vazquez, who plans on moving to San Diego. “I have been blessed to work at three outstanding universities, and to have the opportunity to work with ‘young people’. They certainly have kept me ‘young at heart’. And to all my SID colleagues who have been my friends all these years ... thank you.”

Vazquez, who received a CoSIDA 25-year Award in 2003, spent six years (1977-83) as Sports Information Director at UC Santa Barbara. Prior to UCSB, he held various positions in the broadcasting industry (KFMB-TV, KSDO Radio, KPBS-FM Radio) in San Diego. He also worked for United Press International.

Vazquez is a member of CoSIDA (College Sports Information Directors of America), and the United States Basketball Writers Association (USBWA). He is also a member of the Special Awards Committee (CoSIDA). Vazquez also is a member of the San Diego State Alumni Association.

Vazquez is also a member of the public relations staff with the NCAA’s Accelerating Academic Success Program at Cal State Northridge. Vazquez also is a member of “Campus Communicators” at CSUN, an informal group of more than 50 colleagues representing all divisions of the University to help build consistent and cohesive messaging, and collaborating on social media applications, branding, and web communications, among other initiatives.

Vazquez, who worked as a public relations assistant at the 1984 Summer Olympics, is a 1972 graduate of San Diego State University with a B.S. Degree in radio/television journalism.

“Thanks for all your friendship and collaboration over the years,” said Tim Tesselone, USC sports information director. “You are a pro’s pro ... and thanks for all you have

done for the sports info. industry.”

Vazquez says his “retirement bucket list” grows daily.

Bobby V’s list includes ...

1. Snorkel, scuba dive, and parasail in Maui.
2. Learn a second language – Hola.
3. Learn how to cook.
4. Eat at all the restaurants featured on Diners, Drive-In’s and Dives.
5. Buy a seat atop the green wall to watch a Red Sox game.
6. Learn a musical instrument – piano.
7. Sleep and exercise – mostly sleep.
8. Read all those novels and magazines which have been sitting around my house for years.
9. Yoga, Yes Yoga !!!
10. Throw a fish at the Public Market in Seattle.
11. Attend U2, Sarah Evans, Jason Aldean, Zac Brown Band concerts.
12. Travel back to Slovenia, Austria, Italy and England.
13. Attend my first World Series game.
14. Attend a Broadway show in New York City.
15. Attend a Knicks or Rangers game at Madison Square Garden.
16. A snowy Christmas in New York City.

17. Etc. ...

- Wishing you the best,” said Dr. Dianne Harrison, CSUN University President. “Your (retirement) plans sound great.”
- “Congratulations on your impending retirement,” said Mike Villamor, Assistant Commissioner/External Affairs of the Big West Conference. “You’ve worked hard and done an incredible job, and you deserve to enjoy life without any obligations. I hope you get to fulfill every single item on that bucket list, and then some.”
- “You are a true pro. All the best” – Andy Katz, ESPN.

CoSIDA ANNUAL MEMBERSHIP, CONVENTION ATTENDANCE

Year	Site	Membership	Convention	Year	Site	Membership	Workshop
2014	Orlando	3056	886	1994	Chicago	1804	1030
2013	Orlando	2954	852	1993	Atlanta	1810	987
2012	St. Louis	2786	859	1992	Lexington	1706	989
2011	Marco Island	2862	727	1991	San Francisco	1669	915
2010	San Francisco	2497	614	1990	Houston	1627	947
2009	San Antonio	2563	553	1989	Washington, D.C.	1467	1122
2008	Tampa	2397	832	1988	Kansas City	1361	855
2007	San Diego	2216	920	1987	Portland	1426	701
2006	Nashville	2143	726	1986	Nashville	1360	836
2005	Philadelphia	1946	783	1985	Boston	1341	904
2004	Calgary	1961	496	1984	St. Louis	1304	714
2003	Cleveland	1954	780	1983	San Diego	1170	610
2002	Rochester	1888	748	1982	Dallas	1077	651
2001	San Diego	1877	1065	1981	Philadelphia	984	639
2000	St. Louis	1855	980	1980	Kansas City	944	495
1999	Orlando	1839	1195	1979	Chicago	593	458
1998	Spokane	1812	609	1978	Atlanta	510	415
1997	New Orleans	1825	1060	1977	Los Angeles	550	312
1996	Boston	1803	1056	1976	Cincinnati	671	335
1995	Denver	1772	903	1975	Houston	623	303



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BILL MORGAL & SHAWN MEDEIROS

Earn USTFCCA Communications Awards

Graphic and release courtesy of the U.S. Track & Field and Cross Country Coaches Association - www.ustfcca.org

Bill Morgal of Shippensburg and Shawn Medeiros of Wheaton (Mass.) were announced Wednesday as the inaugural winners of the Division II and Division III Track & Field Excellence in Communications Awards, respectively, by the U.S. Track & Field and Cross Country Coaches Association (USTFCCA).

Morgal, in his sixth year with Shippensburg, has not only excelled in his coverage of the Raiders' track & field programs, but has expanded his reach to the conference level to provide exposure for all PSAC programs.

Medeiros, in just his second year at Wheaton, has already made a significant impact on how track & field is covered both at Wheaton and in the local community, as well as in the NEWMAC.

The USTFCCA Excellence in Communications Award, in its inaugural year in 2013-14, recognizes those athletics communications representatives at schools and conferences who have committed to excellent coverage and support of collegiate track & field. Winners are selected by the USTFCCA National Office.

A separate award for cross country will be awarded in the fall.

Morgal provided in-depth coverage of the Shippensburg track & field teams throughout the entire 2013-14 season, providing not only recaps of meets but also the historical ramifications of performances and frequent first-person accounts from student-athletes and coaches.

Among the unique features Morgal produced and facilitated during the season was a running blog of the NCAA Division II Outdoor Championships in Allendale, Mich., from the perspective of the student-athletes who were competing – both before and after their events, including photos.

Even while he wasn't covering his own student-athletes, he was still busy covering track & field for the PSAC at large. He created the PSAC Track & Field twitter account for the conference meet hosted at Shippensburg and continually updated it with results, videos, photos and other relevant content.

That expansive coverage continued at the NCAA Outdoor Championships, where he took photos, shot videos, and compiled notes on PSAC student-athletes contending for national titles – all of which was



disseminated through the PSAC Track & Field Twitter account.

Medeiros' impact on the coverage of Wheaton (Mass.) track & field has been immediate and significant in the two years he has been in Norton, Mass. He has provided detailed meet recaps, profiles on individual student-athletes and features on the teams' efforts in the classroom and community – and worked hard to develop relationships with the local media to ensure those stories reach a wider audience.

One of the projects he initiated was an online video segment entitled "Catching Up With Track & Field" that would routinely feature interviews with student-athletes and coaches, as well as highlights of home meets and national competitions.

He would further introduce to the Lyons' athletics community each of the student-athletes with a social media initiative called "Wheaton Wednesdays." Each Wednesday, he would submit a "Get to know the team" post featuring the bio pages of the team members to the Wheaton Athletics Facebook and Twitter pages for all their followers to see. This came in addition to a strong social media presence that frequently featured video interviews, photos, live updates and the latest news.

Like Morgal, his contributions have been felt not only at Wheaton but at the conference level, as well – even in other sports. His proposal to the NEWMAC to recognize a Relay Team of the Week in addition to respective awards for track athletes and field athletes was unanimously approved by the conference, and eventually was also adopted in the sports of swimming & diving.

Will Stafford of LSU was chosen as the Division I Track & Field honoree prior to the NCAA Division I Outdoor Championships in Eugene, Ore.

The inaugural award for NAIA Track & Field has been postponed until 2015 due to an insufficient number of nominations.

WILL STAFFORD

LSU Associate Sports Information Director Earn USTFCCA Communications Awards

By Kyle Terwillegar, USTFCCA

Will Stafford of LSU has been named the recipient of the inaugural Excellence in Communications Award for the 2014 Division I track & field season, announced by the U.S. Track & Field and Cross Country Coaches Association (USTFCCA).

Stafford, an associate sports information director at LSU who has been with the Tigers in some capacity since 2003, took his coverage of LSU's track & field programs to the next level on all platforms of media.

The USTFCCA Excellence in Communications Award, awarded for the very first time in 2014, recognizes those athletics communications representatives at schools and conferences who have committed to excellent coverage and support of collegiate track & field and cross country.

"We are extremely happy and proud that Will Stafford has been named the recipient of the Excellence in Communications Award," LSU Head Coach Dennis Shaver said. "Will has done so much to promote the LSU Track & Field program and the sport of track & field, and we are very fortunate to have him at LSU."

His written pieces included in-depth preseason previews and recruiting updates for each of the sports' event areas, in addition to feature pieces and detailed recaps of each meet that went far beyond the standard paraphrasing of results sheets – all of which are very useful to those journalists interested in covering LSU's nationally prominent program.

"Over the years, Will has provided invaluable assistance to not only myself but other local media and media all over the country who cover the sport," said The Baton Rouge Advocate's Sheldon Mickles, one of the nation's best-respected track & field journalists. "It's easy to line up interviews and provide updated stats and lists in a timely manner, but he goes beyond the usual and is exceptionally helpful in providing interesting notes, angles and storylines about LSU's athletes and coaches.

With his series of preseason previews taking stock of the Tigers' roster by event group, he published a story per day in each of the 10 days leading up to LSU's 2014 debut. He went into just as much detail to announce the signings of LSU's future student-athletes, including videos with each signee explaining why they ultimately chose LSU.

LSU Track & Field further benefited from his active presence on social media. Updates of ongoing competitions and their historical and/or national

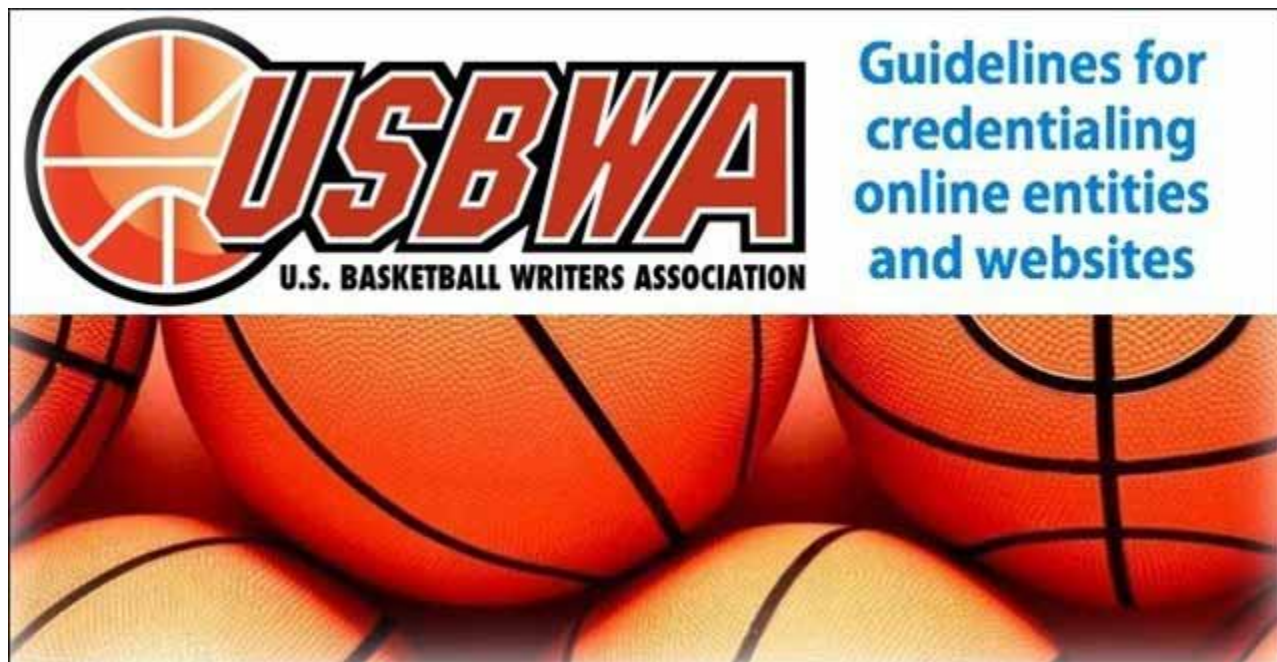


ramifications were plentiful no matter whether LSU was in action at home or on the road.

His social media posts also took advantage of multimedia, including event videos and graphics designed to celebrate significant achievements – including top finishes at the SEC Championships. And his social media coverage isn't limited to just the current season: he turned the LSU Track & Field Facebook page into a running historical prospectus with photos and stories dating back to LSU participation in the 1928 Amsterdam Olympics.

That dedication to the history of the program also manifested itself in regular updates on the many former LSU student-athletes who have gone on to compete at the highest levels on the world stage in each of those aforementioned media platforms.

"He always makes sure to keep media up to date on past, present and future LSU competitors, with an emphasis, of course, on current athletes," Mickles said. "But it's easy to see that his knowledge of the sport of track and field also goes beyond the present with a keen interest in the rich tradition of the LSU program."



Dear CoSIDA Member:

Last year, the U. S. Basketball Writers Association created a task force to examine issues related to the credentialing of online entities and websites.

The task force developed a set of guidelines and best practices to help sports information directors, conference officials and others make decisions about credentialing online entities covering college basketball.

You can access the guidelines and an application to apply for online credentials by clicking on this web link: <http://www.sportswriters.net/usbwa/credentialing/>

The application is for online entities wishing to be endorsed only and only those covering college basketball games. The USBWA will not be endorsing individuals and individuals need not apply.

The deadline for online entities to apply for credentials is Sept. 1, 2014. Several national sites have already been endorsed by the USBWA task force. These are posted on the USBWA website (usbwa.com) and through the link above.

A task force subcommittee comprised of Chris DiSano of College Chalktalk, Randy McClure of Rush the Court and Kirk Wessler of the Peoria Journal Star will review all applications and determine whether an online entity meets accepted standards to receive credentials. We will post the endorsed sites on the USBWA website and provide the list to conference and school officials.

It is important to note that schools and leagues retain the rights to grant or refuse credentials to any organization. The USBWA guidelines are simply an additional tool to help SIDs and others determine the legitimacy of a specific online entity.

Should you have any questions, please feel free to contact any of the members of the USBWA task force subcommittee listed below.

Thank you.

Chris DiSano, College Chalktalk (chris@collegechalktalk.com)
Randy McClure, Rush the Court (rushthecourt@yahoo.com)
Joe Mitch, USBWA (mitch@usbwa.com)
Kirk Wessler, Peoria Journal Star (kwessler@pjstar.com)

The full USBWA online credentialing task force includes the following individuals: DiSano; McClure; Mitch; Wessler; Gerry Ahern, USA Today/APSE; Rob Carolla, Big 12 Conference; Dana O'Neil, USBWA president/ESPN.com; Brian Morrison, Atlantic Coast Conference; Pat Pierson, University of Arkansas; and Dan Wallenberg, Ohio State.



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JAMIE ROBERTS

Catholic University Assistant SID Dies in Accident

*Courtesy of the Catholic University
Public Affairs Office*

Jamie Roberts, a staff member and assistant coach in the Catholic University Athletics Department, was killed in an accident while riding her bike across country in support of cancer research. Roberts was the assistant sports information director and an assistant coach of CUA's women's basketball team for the past three years.

She was travelling in Scott County, Kentucky with a group affiliated with the Ulman Cancer Fund when she and another rider were struck by a truck traveling along U.S. 25 N. The group of five cyclists had stopped while Roberts changed a tire on her bike according to a report by the Georgetown News-Graphic. Roberts was pronounced dead at the scene of the accident. The other rider sustained non-life-threatening injuries.

CUA Athletic Director Sean Sullivan said Roberts will be remembered for "her caring nature, considerable warmth, subtle sense of humor, and consistent thoughtfulness."

"It came as little surprise to anyone who knew Jamie when she quietly revealed how she had taken up the daunting challenge of riding her bike some 4,400 miles from Baltimore to Portland to contribute to improving the quality of life for others," Sullivan said. "With little fanfare, she took on this remarkable physical and emotional quest because she felt as though others were in need and she could help. She also displayed these selfless qualities each and every day we were fortunate enough to work with her."

Roberts, was a native of Rockville, Md. She graduated in 2011 from St. Mary's College of Maryland where she majored in economics and excelled as a three-sport athlete. She played lacrosse, and was captain of the soccer and basketball teams. She was a member of the Capital Athletic Conference All-Academic Team and was named to the All-CAC Second Team for her outstanding contributions on the basketball court.

"Jamie was an incredible mentor to our young women and friend to us all," said Matthew Donohue, CUA's head women's basketball coach. "In typical Jamie fashion, she was spending her summer dedicating herself to assisting others who have been dealt some very challenging life hurdles."

Donohue said Roberts focused on player development and academic monitoring. "She worked with our girls on the court to help them build their fundamental skills, while also working with them off the court to connect them with peer tutors, academic workshops, and the like," he said.

Roberts is survived by her father, Robert; mother, Julia; brother, Will; and sister, Julia.



Roberts's family requested that donations be made in her honor to the Ulman Cancer Fund. Donations can be made at <http://4kforcancer.org/profiles/jamie-roberts>.

In a message to athletic department staff and members of the women's basketball team, the CUA athletic director wrote: "In moments such as these, we find strength in our faith and sense of community. These are two such reasons as to why the CUA community is so special. Jamie Roberts contributed greatly to creating the wonderfully caring campus that we all enjoy daily. She will be deeply missed and will continue to serve as the strongest of reminders as to how we can intentionally choose to lead our lives for the betterment of others."

SAM GOLDMAN

Former San Francisco State SID and CoSIDA Hall of Famer Passes Away



SAM GOLDMAN

San Francisco State
Sports Information Director
(1957-70, 1985-90)

CoSIDA Hall of Fame (1994)

by Barry Zepel

On June 17, CoSIDA Hall of Famer and long-time West Coast sports information icon Sam Goldman died at the age of 87. His obituary information and tributes from San Francisco State and the West Coast Conference, along with a statement from CoSIDA President Eric McDowell, can be found [here](#).

Barry Zepel spent the first 17 years of his career as a sports information director at four schools in Southern California, which included an 11-year tenure as SID at Loyola Marymount between 1979 and 1990. He knew Goldman for 35 years. He has been a public affairs writer and media relations officer at California State University, East Bay, in Northern California, for the past 13 years.

Sam Goldman was the ultimate “people person.”

No matter whether you were a fellow sports information director, athlete, coach, student, veteran journalist, or simply someone needing assistance, it was not difficult getting to know Sam Goldman. The odds are that Sam would find you first, introduce himself, and be ready to help you in multiple ways.

And no doubt Sam would also offer you a butterscotch or peppermint candy from his handy cigar box-like container. Even if he hadn't yet learned your name, Sam would instantly make you feel right-at-home by calling you “Chief” or “Great Leader.”

Any writer or broadcaster who has ever worked in the press box of a Bay Area stadium or arena during the past 50 years has been familiar with Sam's large dose of energy, friendliness, and helpfulness.

Samuel N. Goldman passed away at the age of 87 on June 17 at his family home in San Francisco. Three



days later his family was joined by hundreds of friends, colleagues in the media and in education, as well as the sports world who came to Eternal Home Cemetery in nearby Daly City to pay their respects and say farewell.

Sam, the spunky ambassador for everything San Francisco and Bay Area sports as a journalist, college and high school instructor, and sports public relations professional extraordinaire, was an institution in the region for more than five decades.

No wonder that he was elected a “Hall of Famer” by the College Sports Information Directors of America (1994) and by San Francisco State University's Gridiron Club (1994) and Athletic Department (1993); he was named to Skyline College's Hall of Fame in 1987.

The West Coast Conference established the “Sam Goldman Media Award” in 2000 to annually honor a journalist for contributions to the conference and college athletics. Sam also was honored in 1997 with the Scoop Hudgins Sports Information Directors Award by the All-American Football Foundation.

I will always be in awe of Sam for his constant energy and optimism seemingly at all hours of the day and night. He entered my life and career in September 1979, when I became sports information director at Loyola Marymount University, a member school of what was then called the West Coast Athletic Conference. At the time, Sam had just become the WCAC's sports information director. He also was a professor of English and language arts – and faculty advisor for the student newspaper – at Skyline College, a 20-minute drive from his Sunset district home in San Francisco.

No matter that it was supposed to be a part-time gig; Sam was cranking out as many pages for his informative weekly news releases as any Division I league information office in the country. He also was available by telephone at any hour. As this was years before the Internet and email, Sam involved his wife of 63 years, Adele, and any of the four daughters available – Sandy, Ruth, Andrea and Julie – to help him edit what he had written, along with running off copies, and stuffing envelopes on Sunday night for Monday morning mailings. In addition, for the first two years that he had the job, Sam edited and coordinated game programs that were sold at all WCAC basketball games.

When the member schools of the league (now known as the West Coast Conference) voted to make their sports information director and commissioner full-time in 1984, Sam elected instead to continue teaching fulltime at Skyline College. He then began a second tenure as SID at San Francisco State, where he had previously served from '57 to '73.

Most people had trouble keeping pace with the Sam Goldman energy. Though 27 years younger than Sam, this writer also had difficulty keeping up with his frenetic non-stop pace, whether it be at LMU basketball games he attended, or years later after my wife Janet and I relocated to the Bay Area. It was then that he arranged for me to join him as a volunteer for San Francisco Giants and Oakland Athletics post-season games the past decade. We were runners, charged with handing out statistics sheets, game notes and info updates to the media working in the main press box. We also had to constantly run upstairs to the auxiliary press tables on the top deck of the Oakland Coliseum or across AT&T Park to the bleachers behind left field where the media flow continued. He was always ready to make another trip up several long staircases or across the stadium without having to pause. Some of these Athletics and Giants home games took place on the same day, with one in the afternoon and the other at night.

Some years earlier I asked Sam to join me as moderator for the media interview sessions when I was venue press chief for the 1984 Summer Olympics Weightlifting competition in Los Angeles. Each of the workdays for a two-week period was long and taxing. When a session ended, I wanted to go to sleep for a week. But each night Sam was eager to visit the main press center housed at the Los Angeles Convention Center 15 miles away, coaxing me to drive him there. It provided him

with yet another way to meet more people, pickup some additional souvenirs, and trade for more of his beloved Olympic pins. I know of no one with a bigger collection of Olympic and other sports pins than Sam.

With Adele always by his side, Sam helped so many college sports and journalism programs, and did the same for the Giants, Athletics, Raiders, and 49ers. After he supposedly retired as teacher in the early 1990s, the Goldmans remained involved. Along with continuing as Skyline's sports information director until 1999, he and Adele drove about 80 miles roundtrip, sometimes several times a week, to help out at Stanford University football, basketball and baseball games; he also did the media relations for the annual East-West Shrine Game and volunteered each year at what was previously known as the Emerald Bowl football game that later became the Kraft Fight Hunger Bowl.

Even after he left the profession, Sam continued to enjoy his involvement with CoSIDA, traveling with Adele to any city hosting the annual workshops of the organization. He served a term as a CoSIDA board member, and helped coordinate the cap and t-shirt exchange for many years.

The activity he enjoyed most was spending time with his bride, and the families of their four daughters, which included six grandchildren and one great grandson.

Since his passing, colleagues and friends have expressed their love and appreciation in the media and on social media for what Sam Goldman has meant to them; there are too many to fit into this article.

From Michelle Smith, ESPN: "To me, Sam Goldman will always be a wide smile, a tremendous help and the best Girl Scout cookie customer I know. His good nature has made press boxes all over the area better places to work. And then there's the small matter that he knows his job so well and is very good at it. I am always thrilled to see him and Adele at games and now that I don't see them as often, I miss them very much."

From Al Barba, Kennesaw State SID and formerly of USF, SF 49ers, Pepperdine and CCAA: "My first encounter with Sam came as a freshman journalism student while attending the annual Journalism Association of Community Colleges convention in Southern California in 1983... He left a lasting impression and I finally had the opportunity to get to know him while working as an intern at USF shortly after my graduation from Pepperdine... Like so many, Sam had an impact on me and he always took an interest in how I was doing, how my career was going, and even though he never met my parents, always asked me how they were doing. As my career progressed and I took other jobs, Sam always took time to drop me a note of congratulations."

Sam Goldman provided friendship, warmth and good cheer to everyone he encountered over the years.

JIM SCHNEIDER

Longtime Michigan PR Director Passes Away



Release courtesy of University of Michigan Athletics

University of Michigan Athletics lost one of its longtime former employees when retired public and media relations director Jim Schneider passed away July 21. Schneider worked with the football, baseball and ice hockey programs during his 30 years with the athletic department.

"Schneids" spent 30 years as a member of the communications team at Michigan Athletics before retiring prior to the 2007-08 academic year. He worked 18 years with the football team after spending the previous 12 years handling all aspects of media relations for the hockey program.

A passionate baseball fan, Schneider worked with the Wolverine baseball program for 29 seasons. Schneider came to the ballpark even in retirement, offering his services and wealth of historical knowledge about the baseball program to the department.

He was honored for his dedication to the department in 2001, becoming an Honorary 'M' Man. Schneider served as color analyst on Michigan baseball and hockey radio broadcasts for many years. In addition, he served as the information director for the Central Collegiate Hockey Association from 1972-84. He was a long-standing member of the College Sports Information Directors of America (CoSIDA).

A native of East Hampton, N.Y., Schneider was a 1974 graduate of Bowling Green State University, where he majored in journalism. While at BGSU, he worked with the Falcons' sports information staff. After spending three years as a reporter at the Daily Sentinel-Tribune in Bowling Green, Ohio, Schneider was named assistant sports information director at U-M in 1978.

Following are comments from members of Michigan Athletics that worked closely with Schneider:

"We lost one of the great people in Michigan Athletics history. No one loved Michigan more than Jim. He was an incredible asset to our program and players and helped contribute to our success in a number of different ways. Jim had an amazing sense of humor. No matter what time our team returned to Ann Arbor from a road trip, Jim was always there with me to provide whatever assistance that was needed in those early hours. He was a dear friend and a great Michigan Man." -- **Lloyd Carr, U-M Head Football Coach (1995-2007)**

"Today, I mourn the loss of Jim Schneider. Not only was Jim a great man and a fantastic SID, he was funny, incredibly witty and kind. Always a source of information, Jim was the best non-staff hitting coach that I had during my time at Michigan. I will miss his humor, his stories and his hitting tips. Rest peacefully my friend!" -- **Barry Larkin, ESPN Baseball Analyst, Cincinnati Reds Hall of Famer, Former U-M Baseball Player**

"Jim was one of my best friends, and he was a great friend of Michigan. He did so much for all the student-athletes he came in contact with and was a major part of the family. He never asked what we could do for him, he always asked what he could do for us. He had a great influence on almost everyone he came in contact with and he especially had a great influence on me." -- **Bud Middaugh, U-M Baseball Coach (1980-89)**

“Schneids was truly one of the good people in the business. He loved Michigan and he loved his job. He had a personality one could only describe as genuine. He was funny, smart, had a great memory and always let you know what he was thinking. How he could juggle being the official scorer, the PA announcer, run the scoreboard and be the PR guy at every home Michigan baseball game never ceased to amaze me. He was my friend and he was quite a guy.” -- **Bruce Madej, Retired U-M Associate Athletic Director/Special Projects**

“Schneids was my big brother and a great friend. He had more passion for Michigan football and baseball than any individual that I’ve met. Schneids gave his entire life to those programs. I learned a great deal from him about developing relationships and always looking for the bright side of challenging situations. He had an amazing sense of humor and could always lighten the moment with a quip or comment that would make you laugh or put a smile on your face. I enjoyed every minute working with Schneids and will cherish those memories. We are all better people because of our time with Schneids.” -- **Dave Ablauf, U-M Associate Athletic Director/Communications**

“Michigan lost one of its all-time greats yesterday in one Jim Schneider. Jim was a baseball and football statistician who dedicated his life in serving Michigan, its coaches and student-athletes. Jim was a walking encyclopedia of past events that he witnessed like no other person I have ever met. He always had a positive slant to how a loss would help the team become better in the future. Michigan lost a true Michigan Man and I lost a dear friend. We will miss you, Jim.” -- **Rich Maloney, Ball State Baseball Coach, Former U-M Baseball Coach (2003-12)**

“Hopefully all those at University of Michigan Athletic Department will forgive us in the U-M Baseball family for claiming Jim ‘Schneids’ Schneider as our own. Although he wore many hats at Michigan, Schneids was our constant companion. From those cold, early-season games at Ray Fisher Stadium all the way through the Big Ten Tournament, he was there to chronicle, promote and represent the U-M baseball team. His vast knowledge of the program, its players and coaches is irreplaceable. He was a sweet man, with a terrific sense of humor and quick wit. Schneids quietly served as a mentor and friend to so many of us in the program. He showed us respect for the school, the game of baseball, and tradition. So long, and thank you Schneids, your voice will long be remembered echoing through the rafters of that great stadium.” -- **Jim Abbott, Former Major League Baseball Pitcher (1989-99), Michigan Baseball Alumnus**

“I know I speak for the entire Michigan Football radio broadcast team in expressing our deep sorrow to learn of the passing of Michigan’s Jim Schneider. Schneids was a unique and special human being that brightened your day whenever you spoke to him. His special brand of humor, and his unquestioned love of Michigan Athletics, especially baseball and hockey, gave Jim a singular spot in your heart. It was fun to spend time with him. He carried out his job with professionalism, and a humanness that will be hard to replace. We talk a great deal about the Michigan tradition, and Jim Schneider was certainly a man who added his character to that tradition. He was unforgettable. From a personal standpoint, I will miss him greatly. But, because of the imprint he made on me and countless others during his time on this planet, we are all the better for having known him. Rest in peace, Schneids.” -- **Jim Brandstatter, U-M Football Network Announcer, Michigan Football Alumnus**

“As I think about my days in Ann Arbor, and my time in the baseball program, Jim Schneider was a constant representative of the rich history and tradition that sets U-M apart from other schools. Schneids kept in touch with me, long after my days at Michigan, and was always quick to remind me of my lack of offensive production, in a way that only he could. Quick wit and sarcasm were as natural as breathing for Jim, but always delivered with best intentions and encouragement. A treasure to the young lives who walked through the locker rooms, and he will be truly missed and difficult to replace.” -- **Mike Matheny, St. Louis Cardinals Manager, Former MLB Catcher (1994-2006), Michigan Baseball Alumnus**

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JIM McKONE

Former UTPA SID Passes Away



Release and photos courtesy of University of Texas-Pan American (UTPA) Athletics.

The University of Texas-Pan American (UTPA) Department of Intercollegiate Athletics is saddened to announce that former Sports Information Director (SID) Jim McKone, an inaugural member of the UTPA Athletics Hall of Honor, and his wife Geraldine (Jerry), have passed away.

Jim passed away on Sat., July 26 at the age of 80, while Jerry passed away on Sun., July 20 at the age of 83.

They are survived by their daughter, Kelly Gillespie, and grandchildren, Cameron and Allison Gillespie.

A memorial service will be held in McAllen in January. More details will be available at a later date.

Jim McKone spent 30 years as the SID at UTPA, earning the College Sports Information Directors of America (CoSIDA) Lifetime Achievement Award upon his retirement in 1999.

He started at UTPA, then known as Pan American College, in September of 1969. Among his most memorable accomplishments was starting the "Bronc Diaries," a daily journal about UTPA Athletics that ran in local newspapers from 1987-98, about 2,800 of which were written by McKone. During the first year of the "Bronc Diaries," McKone filed diaries on 240 consecutive days, causing him to earn a mention in The NCAA News.

He was president of the National Collegiate Baseball Writers Association from 1980-81 and was inducted into the Rio Grande Valley Sports Hall of Fame in 1994. After retiring, McKone worked in the Hidalgo County Historical Museum as a public relations officer before returning to UTPA briefly during the spring of 2008 as the interim SID.

Jerry McKone grew up in Brownsville and worked as a reporter for The Brownsville Herald and then as a proof-reader for the San Bernardino Sun-Telegram in California. In the late 1970s, Jerry began working at what was then Pan American University, serving in the university's public relations office into the early-2000s.

While working at the same university, the McKones worked as a team, as Jerry helped Jim keep stats at the games and was always by his side. Both were also active in the Pan American retirees association.

"Jim and Jerry McKone meant as much to Pan American as any husband-wife duo in the history of this university," UTPA Director of Athletics Chris King said. "Jim's tireless work ethic and meticulous record keeping are the reason why our archives are as good as they are today. He did a great job of promoting Bronc athletics for 30 years while his wife helped to promote the university. This is a tough day at Pan American. Both are already being missed greatly."



Jim and Jerry McKone



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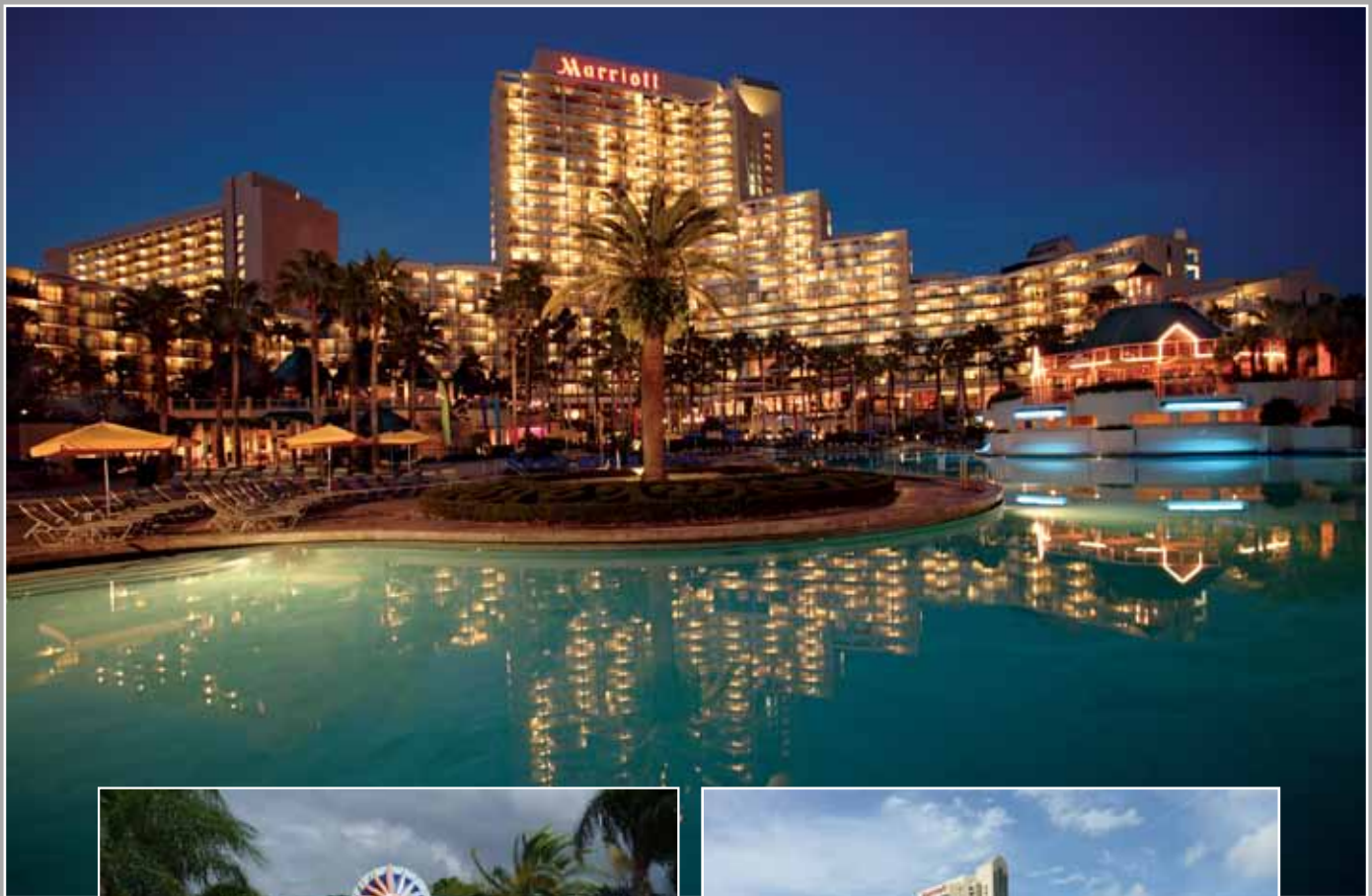
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**2015 CoSIDA CONVENTION
AS PART OF NACDA & AFFILIATES CONVENTION**

ORLANDO



**June 15-18, 2015
ORLANDO MARRIOTT WORLD CENTER RESORT**

COMMUNITY SERVICE PROJECT

CoSIDA Goodwill and Wellness Committee increases outreach efforts and announces new Volunteer 15 program in Orlando, Young CoSIDA charity raffle sets new total to help benefit Coalition for the Homeless



From Sam Atkinson (Gallaudet University), Chair of CoSIDA Goodwill and Wellness Committee & Ryan Klinkner (Saint John's University), Vice-Chair of CoSIDA Goodwill and Wellness Committee

CoSIDA continued to be a champion of community service, fundraising and physical fitness during its annual convention held at the Orlando Marriott World Center June 8-11. The CoSIDA Goodwill and Wellness committee organized three events (5K Fun Run/Walk, Donation Drive and Community Service Project) during the convention that directly benefitted the Coalition for the Homeless of Central Florida, the largest provider of homeless services in the area.

The CoSIDA membership showed "CoSIDA Cares" with its generous donations that totaled over \$5,100 through the Young CoSIDA (YC) Charity Social raffle and the 5K Fun Run/Walk registration, donated over 400 items and logged 117 volunteer hours.

Ninety people signed up for the fourth annual CoSIDA 5K fun run/walk, which raised over \$1,100, and the committee collected clothing donations for the fifth consecutive year to be donated to the local charity.

A record 42 people participated in the fifth on-site service project in the last six years.

"The CoSIDA membership delivered, once again, showing excellent support for our 5K, community service project, donation drive and our new endeavor – Volunteer 15," CoSIDA Goodwill and Wellness Committee Chair Sam Atkinson, Assistant Athletic Director for Communications at Gallaudet University and 2014 Bob Kenworthy Award recipient. "We want to thank everyone that contributed to one of our events and helped to make a difference for the Coalition for the Homeless. A special thanks of gratitude goes out to the CoSIDA Board of Directors and staff and NACDA for their help with this year's events."



COSIDA 5K



CoSIDA 5K Fun Run/Walk

There were a combined 104 runners between NACDA and CoSIDA members, the latter of which had 67 participants show up early on Tuesday (June 10) to support a great cause at the 6 a.m. CoSIDA 5K fun run/walk held at the Hawk's Landing Golf Course. The Goodwill and Wellness committee members conducted pre-registration on Sunday afternoon and on-site registration Tuesday morning prior to the start of the race, collecting entry fees of \$10 per individual and \$20 per family and distributing race numbers. The race was also open to anyone attending the NACDA convention.

A new champion was crowned on the men's side as Peter Kazery (St. Francis, Pa.) burned the competition with a course-record time of 17:15, 1:25 ahead of two-time champion Jeremy Rosenthal (Indiana). The 2013 champion, Steven Schoon (Marshall), took third (18:51), while Brian DeBenedictis (Toledo) and Braden Snyder (Gettysburg) rounded out the top five in fourth (19:02) and fifth (19:11), respectively.

Annie Martin (Oklahoma) was the first woman to finish the 5K course in 19:47, good for seventh overall. Fowler Staines from Ole Miss was the second woman to cross the finish line at 22:40, followed by Sara Eisenhauer from St. Catherine University (23:22), Kelly Fahey from the University of Maryland-Baltimore County (26:47) and

Jocelyn Glenn from the University of North Georgia (28:36). The top walker was Sahar Rashid (NCAA), who finished at 47:31.

For the fourth consecutive year the Rose Bowl Game and Tournament of Roses donated the prizes for the top five male and female finishers and the top two walkers. The donations were coordinated through Stephanie Montano, who joined Poe in the opening remarks before the start of the race.



CoSIDA Community Service Project

A record number of CoSIDA convention attendees participated in this year's service project on Tuesday, June 10, at the Coalition's main campus in downtown Orlando. The 39 CoSIDA volunteers, along with three volunteers from Full Sail University's sports management program, helped run a "Water Day" fun day for the children. Volunteers manned a water slide, played with the children and passed out pizza, drinks and popsicles during the three-hour service project. The volunteers also helped clean up the playground so the children would have a clean and safe play area.

After the service project, Kristen Martin, the Volunteer Coordinator for the Coalition for the Homeless, debriefed the volunteers and answered questions about the organization and services it provides.



"The outpouring support the CoSIDA Goodwill and Wellness committee has received over the years is very inspiring and shows that our membership believes in 'CoSIDA Cares'," said CoSIDA Goodwill and Wellness Committee Vice-Chair Ryan Klinkner, Athletic Media Relations Director at Saint John's University (Minn.), and 2014 College Division Rising Star. "We want to thank all of the CoSIDA members that made time to participate in the community service project. We had a great time working with the Coalition for the Homeless, once again, and look forward to working with them again next year."

Those who participated in the service project from CoSIDA included Atkinson, Klinkner, Rosenthal, Karen Auerbach (Temple), Chris Brooks (Alaska), Adele Burk (NESCAC), Aimee Canfield (Mount Holyoke), Michael Damon (Yeshiva), Emily Diekelmann (MASCAC), Kaylee Donegan (UNC-Greensboro), Ryan Gasser (Kenyon), Justin Glover (UNC-Greensboro), P.J. Gradowski (Detroit Mercy) Megan Hardin (Southwestern), Paula Haughn (Ball State), Briana Hepfinger (St. Louis College of Pharmacy), Joe Hernandez (Ball State), Eric Holth (Kentucky Wesleyan), Karen Huff (Georgia), Stayson Isobe (Northern Arizona), Dax Larson (Bemidji State), Adam Ledyard (East Texas Baptist), Chris Lindeke (Capital), Bob Lowe (Berry), Chevonne Mansfield (AAC), Chris Mitchell (Washington, St. Louis), Romanda Noble-Watson (Clafin) Diane Nordstrom (Wisconsin), Jessica Poole (Ole Miss), Dick Quinn (Williams), Allison Rodebeck (Ball State), Stacey Sharp (Park), Chip Welch (UNC Greensboro), Krystal Warren (Dayton) and Jenna Willhoit (Dayton).

The CoSIDA volunteers hailed from 17 different states and the District of Columbia. Nine of the volunteers were members of the CoSIDA Goodwill and Wellness Committee.

If you are interested in becoming a member of the CoSIDA Goodwill Committee or have questions about our efforts please e-mail Sam Atkinson, chair, at sam.atkinson@gallaudet.edu.



Young CoSIDA Charity Social

Young CoSIDA set a new record with \$4,000 raised through its charity raffle held at the Sea Dog Brewing Company on June 10 in Orlando. In the past two years, Young CoSIDA has raised \$7,400, which was donated to the Coalition for Homeless of Central Florida. This year, Young CoSIDA partnered with Rising Athletic Directors and Rising Coaches Elite in an effort to provide more networking opportunities across all professions. CoSIDA members donated sports memorabilia, which was auctioned off as participants purchased tickets to win prizes along with a live auction.

Young CoSIDA could not have made this year's YC Charity Social and last year's event in Orlando happen without the help and support from Karen Gilbert (Kitty O'Shea's), Fred Hayman (Sea Dog Brewing Co.), Steven Dunlap (Event Concepts), Andy Seeley (UCF) and Kyle Sturley (Central Florida Sports Commission). If you have questions about Young CoSIDA please email Jamie Weir Baldwin at jweir@ath.msu.edu.

Volunteer 15

A new and exciting program to help promote more philanthropy among CoSIDA members was announced during the annual convention as the Volunteer 15 program was unveiled.

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.

"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 Atkinson. "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.

If you have questions about the Volunteer 15 program please email Atkinson at sam.atkinson@gallaudet.edu. The official Volunteer 15 service log sheet can be downloaded off www.cosida.com and completed forms can be emailed to volunteer@cosida.com.

Read more about the Volunteer 15 Program on page 53 on the CoSIDA Annual Report.



About Coalition for the Homeless

Coalition for the Homeless of Central Florida was created in 1987 by a group of concerned citizens who noted a growing problem of homelessness in the community. Its mission is to transform the lives of homeless men, women and children by providing crucial services to end their crisis of homelessness. The Coalition is able to help over 750 people each day, including men, women and children. As one of the few emergency shelters that accept intact families in Central Florida, the organization helps a large number of families in need of shelter and support. On any given night, the Coalition provides services to over 250 children, with a current average age of eight years old. Last year, the Coalition served more than 300,000 meals.

The Coalition's goal is to return its residents to self-sufficiency through counseling, job training and educational programs. While its clients work to reestablish productive lives, the Coalition provides transitional housing and daycare for their children until they are ready to move back into the community. More information about the Coalition for the Homeless can be found on its website – www.centralfloridahomeless.org.

CoSIDA “Volunteer 15” program launches

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

FIVE

Questions . . .

With Mark Adkins

Sports Information Director, Manchester College (Ind.)

by Larry Happel, Central College

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

After nearly 15 years in the weekly/daily newspaper business, which included being a stringer while at Wartburg College for the Waterloo-Cedar Falls Courier, I decided to give sports information a try after talking with Darren Miller who is now director of new media at the University of Iowa. He had just started at Cornell College as their SID while I was still working for a newspaper south of Iowa City. The way he spoke of the profession I thought it might be something I might like to do. I was fortunate enough, in the summer of 1999, to land a graduate assistantship with former North Dakota State SID George Ellis and current NDSU SID Jeff Schwartz. My family and I greatly enjoyed the year in Fargo, but in the summer of 2000, the job at Wartburg opened up. I knew of a few people they might be interested in but around mid-July, while performing an assistantship with the Fargo-Moorhead Red Hawks of the Northern League, I got a call from Wartburg's long-time communication and marketing director Linda Moeller for an interview. The interview went extremely well, as, later that day, I was offered the job and accepted.

My time at Wartburg was a wonderful experience and very special to myself and my family as we were very close to extended family, and I am an alum. I met so many people I still keep contact with today whenever we get a chance to get back to the home state. The opportunity to



assist in telling their athletic story and work with such fine student-athletes, coaches and administrators is something I'll never forget.

In the summer of 2011, I decided to take advantage of an opportunity out East at Norwich University in Vermont. Our family enjoyed the experiences of New England, but due to some health issues within our extended family and the eventual idea of wanting to be closer to them, I decided to accept a position at Manchester University the following summer. My wife, Terri, our daughter, Callie, who just graduated from high school this past May and is attending MU in the fall, are enjoying life in northeast Indiana as I prepare to start my third year with the Spartans' athletic department.

I have so many people that have influenced me in so many different ways as a sports information professional. In the beginning, George Ellis and Jeff Schwartz were great men to learn from as a rookie; once I arrived in Iowa, people like Darren Miller, Matt Turk, Paul Misner, Dave Beyer, Dave Blanchard, Will Wolper, Tom Galbraith, Mike Mahon, Duane Schroeder, Tim Kennedy, Don Stoner, Larry Happel and many, many others helped me develop and build on my career experiences; in Vermont, getting to know Derrick Dunning and Charlie Crosby, two individuals who do a terrific job handling the Norwich sports information office, was an awesome opportunity; and here at North Manchester such a wonderful group of SIDs in the Heartland Collegiate Athletic Conference including Kevin Lanke, Dale Long, and Bill Hanefeld along with MU administrators Rick Espeset, Tami Hoagland, Ryan Hedstrom, Jeri Kornegay and Dan Chudzynski have been of great help in helping me get my feet on the ground and moving forward.

2. You were a fixture at your alma mater for a lot of years. But what have you learned by working at other schools and living in different regions—and what’s kept you in Division III?

How the sports information profession differs from region to region. When I was at Wartburg, it was a little easier for me to make media contacts because I had been around many of those people during my newspaper days. When I got to Vermont, I had to lean on the guys working with me in the office and understand a different vernacular for presenting a brand and the same is true at Manchester. I’ve listened to our coaching staff and also reached out to the local and regional media in a more face-to-face manner to so they can get to know our product and brand better.

I’ve also been able to learn valuable life lessons (i.e. dealing with extended family health issues from a distance, working outside of a comfort zone in not knowing as many people around you, thinking outside the box) at my stops in Northfield and North Manchester. Those type of things help a person grow not only professionally but within themselves.

The people are what keep me in Division III. In addition to the people I noted above, getting to know and have a good friendship with individuals like Lenny Reich, Dave Wrath, Ryan Workman, Josh Schroeder, Mark Beckenbach, Dain McKee, Kevin Ruple, Jim Seavey, Mark Fleming, Kennan Timm, Dave Johnson, Eric McDowell, Chris Mitchell, Blake Timm, KatieJo Kuhens, Ira Thor ... the list is endless. There is truly a very bonding camaraderie in Division III athletic media relations. I see it going beyond talking shop and getting to know people on a personal level which is something that is very important to me.

3. You’ve spent a lot of time working in a one-man shop and lots of crazy hours. What’s the key to finding some balance in your life?

My wife and daughter and many extremely understanding athletic directors/administrators and communication and marketing personnel. My health was an issue off and on at Wartburg and somewhat in Vermont and Indiana until I got it under control to a better degree. Terri and Callie and all of the administrators I’ve had the pleasure to work alongside have always known to say “hey, you need to take a break ... take an afternoon off ... get away for a little bit” as well being willing to step in and assist on busy weekends and so forth. I really appreciate that!

4. What has your experience on the CoSIDA board of directors been like and why should others get involved in the organization?

I would wholeheartedly recommend an opportunity to be on any of the boards from the main one on down through the divisional ones. It gives you a different idea of what it takes to run the organization and offers so many opportunities to assist.

I feel it gives men and women a good chance to play key roles in helping run the convention and help develop the organization no matter what the role. I was fortunate enough to help in the development of the new Continuing Education Committee and learn just by listening to Debbie Copp, Shelly Poe, Dave Walters and Blake Timm and knowing we had to move the former Membership Services Committee forward to keep those individuals involved. Engagement is an important buzz word for the organization, and I can see why with my opportunity to serve on the board. It takes so many people to run this organization, and you get to see the talents of great individuals when that happens.

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

Having former student workers get involved in the profession whether it’s CoSIDA or professional sports. When KatieJo was named my predecessor, it was the most amazing feeling I’ve ever had as an SID. I feel very strongly about taking the role as a teacher and mentor to a student staff. I’d like every one of them to go into the profession, but I’m also very proud of those that move on and have success in their career no matter where their lives take them.

Seeing fellow professionals and friends (those mentioned earlier and many others) succeed and get awards. It’s neat to hear their stories at CoSIDA, and I take those back to my office and try and draw off of them.

**SAVE
THE DATE
2015
CoSIDA
CONVENTION
at NACDA & Affiliates
Convention Week
June 15-18
Orlando Marriott
World Center**

How **Twitter** Is Part Of The 'Fabric' Of Sports In 2014



Article courtesy of www.forbes.com

By Mark J. Burns

A global sports bar. A telephone. A brand builder. A news aggregator.

A waste of time — depending on what college football coach you ask.

And yes, that was roughly 140 characters. Only fitting since we're talking about Twitter.

Since its launch in early 2006, the social media platform's current 255 million monthly users cast roughly 500 million tweets a day.

Whether you're Jay Bilas (ESPN College Basketball Analyst), Christy Berkery (New England Patriots Social Media Manager), Rand Getlin (Yahoo! Sports Investigative Reporter & Legal Analyst) or Dr. Jimmy Sanderson (Assistant Professor at Clemson University), your underlying purpose for utilizing Twitter varies. From sharing breaking news to conducting a classroom Q&A with a Major League Baseball player to sharing unique content for your fans or consumers, Twitter's users have the ability to customize their own timeline based on their short and long-term objectives.

Even with other channels like Facebook, Instagram, Vine, Snapchat and YouTube, Twitter clearly remains the vehicle of choice for sports, especially with fans. According to Navigate Research — a Chicago-based research, measurement and analysis company — sports fans are 67 percent more likely to use Twitter as their second-screen viewing experience compared to non-sports fans. The platform's versatility and its concise messaging make it the industry's ideal real-time content provider and now a built-in part of the sports world.



Left: ESPN sports anchor John Buccigross has leveraged a Twitter content to benefit hockey-related charities
(Photo credit: ESPN.)

By providing consistent content in a unique way, a user can slowly develop his or her own "voice," a common description of Twitter that it's become cliché to say in 2014, and yet, still very true.

When ESPN sports anchor John Buccigross joined the Twittersphere back in 2008, he did so as a way to say 'thank you' to sports fans for enabling a network like the Worldwide Leader to become what it is today.

"I feel I owe them a connection," Buccigross said. "I like to use that small, digital pulpit that I have to be an evangelist for the sport and people of hockey. The hockey fan is drastically underserved in the U.S., and I am doing all I can to serve and to fill the cracks."

Compared to Facebook, for example, Buccigross said that he has more "control" over Twitter whereas he felt like the former platform controlled him. Three years ago, Buccigross piloted a Twitter contest during the Stanley Cup Playoffs called #BucciOverTimeChallenge. What had been an old game that Buccigross

played with his colleagues on ESPN's NHL Tonight in the 1990s slowly transformed a cultural event. It's never unusual anymore to see the hashtag 'trending' on Twitter on any given playoff night. Just as common is hearing Buccigross mention the Twitter game on the late night SportsCenter.

Through #BucciOverTimeChallenge — which he pegged 'North America's Favorite Twitter Game Show' — Buccigross has cultivated a community of loyal followers to the point where the contest is synonymous with Stanley Cup Playoffs and overtime hockey.

"I just randomly started with retweets and now it's become a fundraiser," said Buccigross, who recently donated \$40,000 to hockey-related charities through fans' purchases of hats, t-shirts and other accessories. "I was shocked how people took to it."

The organic rise of not only Buccigross' contest but other Twitter initiatives certainly speaks to the influence of social media. With a substantial online presence, it doesn't take much to create talking points either, for good or bad reasons.

ESPN's Jay Bilas — who is widely known on Twitter for his affinity of the urban philosopher and rapper Young Jeezy — experienced that firsthand when he linked NCAA merchandise sales with college players' numbers. His actions further escalated a conversation surrounding amateurism and athletics. Bilas' public stance combatting the current collegiate model was not anything new at the time, but his tweets shined an even bigger spotlight on the issue, even if he had "no intention of getting any sort of response from the NCAA."

"When (the NCAA) disabled the 'search' capability, a lot of media took that as an admission of wrongdoing, which I believe it was," Bilas said. "That's when the temperature of everything really ratcheted up. That's when a lot of mainstream media became more interested. ... You get a lot of help from the Twittersphere.

"When the NCAA shut down the 'search' function, a lot of followers reached out and said 'You put in this URL in order to get around it'. I started doing it, and I tweeted that out, too. It showed the power of the medium and how fast things can move."

Social media managers and communications specialists commonly use the word 'storytelling' when describing how they share content across different platforms. Each medium allows for teams, athletic departments, brands and leagues the opportunity to distribute unique information in order to extend their story with a wider audience. The Twitter conversation pertaining to global sporting events like the Olympics or FIFA World Cup has reached another level of significance in past couple of years.

For this summer's 32-day World Cup, 672 million tweets were sent, the highest number ever recorded for a single sporting event. At the 2012 Summer Olympic Games, fans sent out 150 million tweets during the 16-day event. Furthermore, sports programming comprised 50 percent of tweets from September 2013 until the end of the past year, according to a report from Nielsen, an information and measurement company.

You get the message — Twitter's (insert adjective(s)).

When Lauren Teague actively started managing the PGA Tour Twitter account in 2009, not too many sports properties were using the platform to tell their story. With fewer than 1,000 followers at the time, Teague still remembers the early days of promoting the Tour and covering it from the event side. Five years later, and it's just assumed any major property will naturally have a voice on the platform.

Teague said it's even more imperative for the PGA Tour to produce planned, anticipated and reactionary content during tournaments because it is the only time when players are not allowed

to tweet. As a result, the Tour's digital team can steer the online narrative however it wishes.

"Twitter has always been the place we go to for live content," said Teague, adding that fan-favorite Bubba Watson has really embraced the platform to show his personality to fans. "It's a way to connect our fans on a deeper level to the game of golf, whether that's in competition, direct communication with our fans through Twitter takeovers or different ways to engage in our brand."

Similarly, Christy Berkery of the New England Patriots, who boast the league's most Twitter followers, called it the "cornerstone of our social media presence."

The level of thought and strategy behind each 140 characters has intensified, so much so that the Social Media Manager described the Patriots as almost having to earn the "right to market to our fans.

"Yes, sometimes there will be messages or information that we want to get out to our fans that may not be the most exciting behind-the-scenes photos, and that's OK," Berkery said, "but we better work every day to make sure that we're earning the right to send those tweets by providing tons of great content that they do want."

The occasional Twitter takeover. Q&A sessions. Various integrations with Vine and Instagram.

They all describe the enhanced creativity, which the platforms allows, besides the everyday real-time information that fans and consumers immediately crave.

Through a recent two-year stint at the University of Miami (Fla.), Chris Yandle and his communications/digital team both developed and fine-tuned its use of creative infographics

following football and men's basketball games. The creative digital content became the new box score for fans looking for easily digestible bits of information.

“Initially, (the infographics) were accepted so quickly because they were new,” said Yandle, who is now the Assistant Athletic Director for Communications/Public Relations at Georgia Tech. “It was a new way of telling a story. We all wanted to see things that were pleasing to the eye. As part of our digital branding, we wanted to offer digital content that looked good and was aesthetically pleasing. Infographics were another way to show our personality.”

Added Craig Pintens, Senior Associate Athletic Director of Marketing/Public Relations at the University of Oregon: “Twitter is just another tool in our arsenal in our quest to become ‘the’ national brand in college athletics. We use it as a public relations tool to tell some of the great accomplishments and stories at the University of Oregon.”

Additionally, use of the platform has been embedded by sports-focused professors into the curriculum at a growing number of universities, including with Assistant Professor Jimmy Sanderson of Clemson University. Dr. Sanderson — who teaches media and communications courses — encourages students to discuss content related to his classes using a course-specific hashtag. His forward-thinking has allowed for sports business professionals to offer their own opinions on classroom discussions. Through Twitter, Dan Wetzel (Yahoo! Sports) and Gregg Doyel (CBS Sports) have served as guest lecturers along with Seattle Mariners left fielder/first baseman Logan Morrison, who Skyped into one of Dr. Sanderson’s classes last year to discuss Twitter, professional baseball, college sports and other related topics.

“Twitter is a powerful relational tool; it’s real power lies in building and developing relationships,” Dr. Sanderson said.

Rand Getlin does not “cater to the masses” when he tweets, says the Yahoo! Sports Investigative Reporter & Legal Analyst: breaking NFL news, sports agency insights, photos of high-end luxury cars and politics. Getlin’s variety of topics allows his followers to gain a sense of the individual behind the 140 characters.

“I’m into quirky things, stuff I would say I ‘nerd out’ on,” said Getlin, who graduated from University of Southern California Law School in 2009. “... If I don’t get a tremendous amount of bounce at whatever it is that I am looking at, I don’t worry too much about it. For the most part, what I try to do on Twitter, is to find things that are of interest to me.”

By providing not only breaking news but also a nuanced level of insight into certain issues — like the NCAA, which Getlin feels passionate about — he has cultivated a steady stream of followers the past six months. Looking at arguments through a different angle or with a legal perspective, Getlin aims to differentiate himself from the Twittersphere’s quarter billion other users.

And so, what used to be considered an afterthought as part of a reporter’s job description five years ago has now become “part of the fabric of the sports world,” according to Mashable sports writer, Sam Laird. If you work in sports media and journalism, like Getlin and Laird, chances are you’re integrating Twitter into your everyday role as well.

“Twitter went from something that I thought would be a useful thing to know about but something I could never see myself using in any major sustained way to being something that now is super central to my work and also to my life,” Laird said.

Mark Burns is an Editorial Assistant with USA Hockey Magazine along with a Contributor for SportsAgentBlog.com. Follow Mark on Twitter @MarkJBurns88.

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



**June 15-18
2015
ORLANDO**

**Orlando
Marriott
World
Center
Resort &
Convention
Center**

**June 13-16
2016
DALLAS
Hilton Anatole**

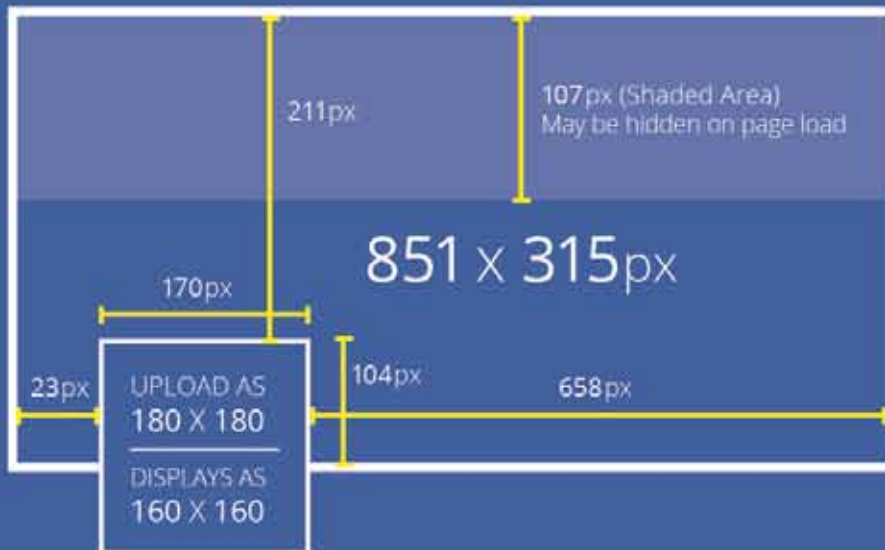


As social media platforms keep updating and changing their header or cover photo dimensions and layouts, it is difficult to keep up with the changes or hunt them down online.

On the following pages, courtesy of Mainstreethost, a Buffalo, NY based digital marketing agency, is an infographic with all the social media dimension facts you might need.

SOCIAL MEDIA -IMAGE SIZE- CHEAT SHEET

"A quick reference guide of social media dimensions."



FACEBOOK

OTHER DIMENSIONS

Tab: 111x74px

Link Image: 1200x630px

Image: 1200x1200px

Milestone Image: 843x403px

Milestone Video: 843x440px

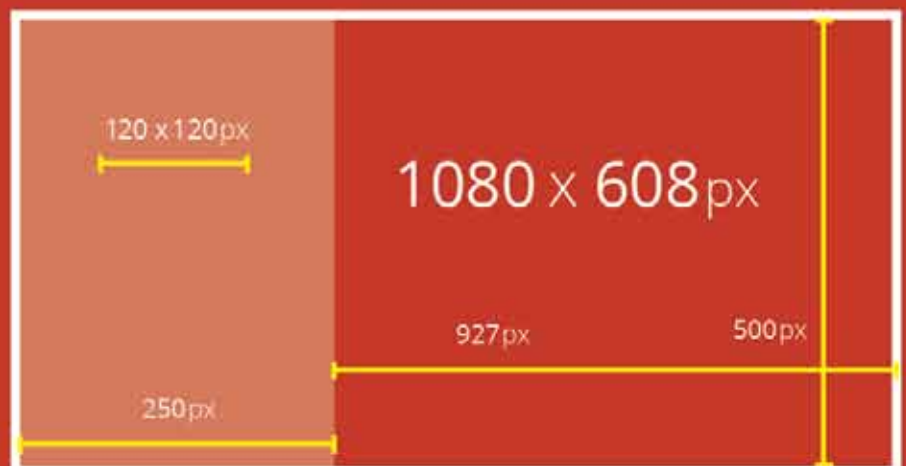
GOOGLE+

OTHER DIMENSIONS

Cover Upload: 2120 x 1192px

Profile Pic: 120 x 120px

Shared Image: 800 x 600px

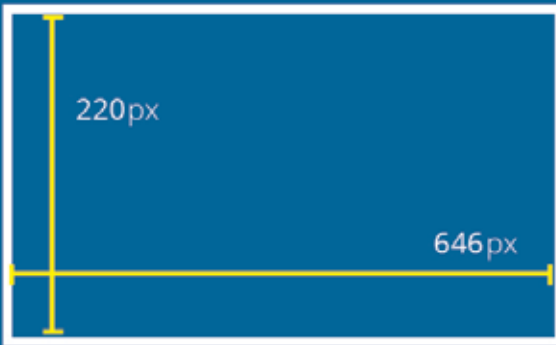


100 x 60 px



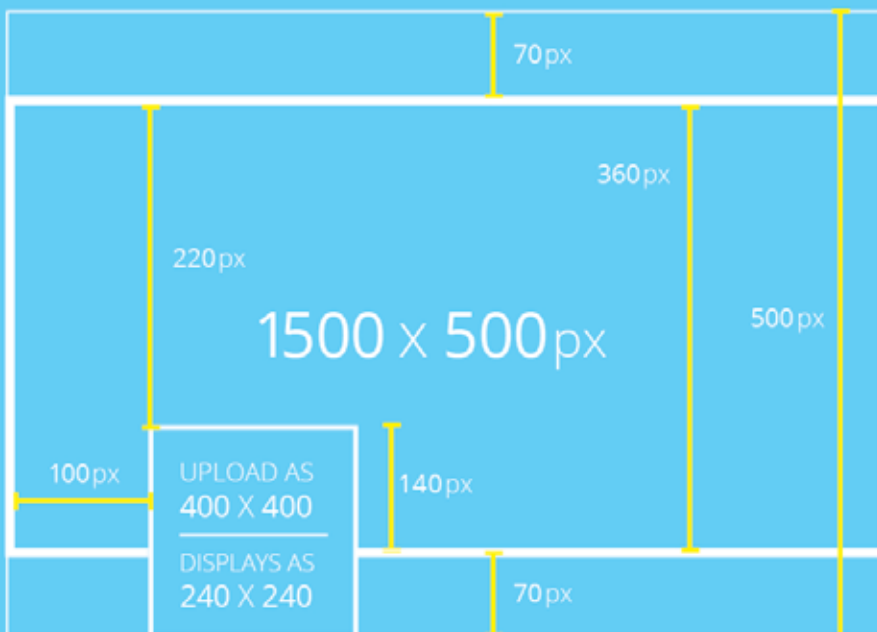
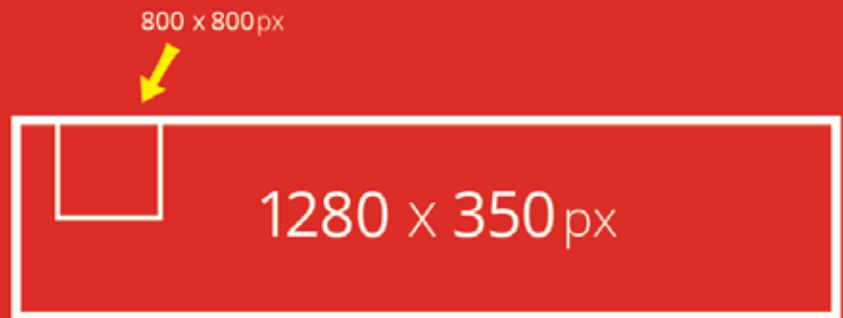
OTHER DIMENSIONS

- Cover Photo: 646 x 220 px
- Image Thumbnail: 180 x 110 px
- Personal Profile Pic: 200 x 200 px
- Business Logo Pic: 180 x 60 px



OTHER DIMENSIONS

- Video Thumbnail: 222 x 150 px
- Desktop Displays: 2120 x 350 px



OTHER DIMENSIONS

- Image Upload: 440 x 220 px
- Image Displays: 880 x 440 px



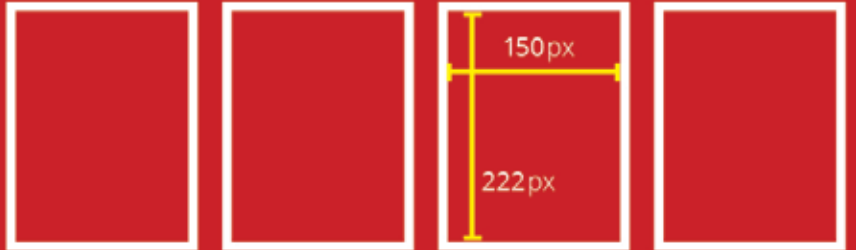
PINTEREST



OTHER DIMENSIONS

Pins: 600 x infinite px

Board Thumbnail: 222 x 150px



INSTAGRAM

OTHER DIMENSIONS

Profile Pic Upload: 161 x 161px

*Image resolution will remain high on any device if formatted at the highest quality (612 x 612px).

-REFERENCES-

www.facebook.com/coverphotosize

www.postcron.com/en/blog/social-media-image-dimensions-sizes/

www.mediabistro.com/alltwitter/social-media-image-sizes_b53986

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA Presidents

2014-15	Eric McDowell	Union (N.Y.)
2013-14	Shelly Poe	Auburn
2012-13	Joe Hornstein	FIU
2011-12	Tom Di Camillo	Pacific West Conference & Central Arizona College
2010-11	Larry Dougherty	Temple
2009-10	Justin Doherty	Wisconsin
2008-09	Nick Joos	Baylor
2007-08	Charles Bloom	Southeastern Conference
2006-07	Doug Dull	Maryland
2005-06	Joe Hernandez	Ball State
2004-05	Rod Commons	Washington State
2003-04	Tammy Boclair	Vanderbilt
2002-03	Alan Cannon	Texas A&M
2001-02	Pete Moore	Syracuse
2000-01	Fred Stabley Jr.	Central Michigan
1999-00	Max Corbet	Boise State
1998-99	Maxey Parrish	Baylor
1997-98	Pete Kowalski	Rutgers
1996-97	Jim Vrugink	Purdue
1995-96	Rick Brewer	North Carolina
1994-95	Hal Cowan	Oregon State
1993-94	Doug Vance	Kansas
1992-93	Ed Carpenter	Boston University
1991-92	George Wine	Iowa
1990-91	June Stewart	Vanderbilt
1989-90	Arnie Sgalio	Big Sky Conference
1988-89	Bill Little	Texas
1987-88	Bob Smith	Rutgers
1986-87	Roger Valdiserri	Notre Dame
1985-86	Jack Zane	Maryland
1984-85	Nordy Jenson	Western Athletic Conference
1983-84	Bill Whitmore	Rice
1982-83	Howie Davis	Massachusetts
1981-82	Nick Vista	Michigan State
1980-81	Langston Rogers	Delta State
1979-80	Dave Schulthess	Brigham Young
1978-79	Don Bryant	Nebraska
1977-78	Bob Peterson	Minnesota
1976-77	Bill Esposito	St. John's
1975-76	Bob Bradley	Clemson
1974-75	Hal Bateman	Air Force
1973-74	Jones Ramsey	Texas
1972-73	Jim Mott	Wisconsin
1971-72	Dick Page	Massachusetts
1970-71	Elmore Hudgins	Southeastern Conference
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
1965-66	Val Pinchbeck	Syracuse
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



CoSIDA's
59th
President
(2014-15)
*
Eric
McDowell
Union
College
(N.Y.)

