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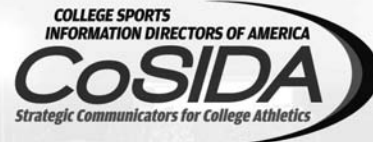
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2014 CoSIDA

SEPTEMBER E-DIGEST



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CoSIDA LEADERSHIP Makes Annual Visit to NCAA Headquarters

***By Eric McDowell, CoSIDA President/
Assistant Athletics Director, Union College (N.Y.)***

It has been an annual tradition, and a productive one at that. Each July CoSIDA sends a contingent of officers and staff to the NCAA Headquarters in Indianapolis. These three busy days are packed with meetings and discussions with a wide variety of NCAA directors and staff members to help the CoSIDA leadership better serve you for the upcoming year.

This year, I had the pleasure of being joined by First Vice President Judy Willson (Mountain West Conference), Second Vice President Andy Seeley (UCF), Third Vice President Rob Carolla (Big 12 Conference), Secretary Jeff Hodges (North Alabama), and our staff, Executive Director Doug Vance, Director of External Affairs Barb Kowal and Director of Internal Operations/Treasurer Will Roleson.

Earlier Monday I met with various NCAA staff members in charge of the Student-Athlete Advisory Committees. In our upcoming update piece on SAAC, we will discuss their initiatives and ideas, and we thanked them for providing students to our 2014 convention. Thanks to Peyton Williams, Assistant Director of Academic and Membership Affairs, for arranging this session.

We arrived Monday afternoon and our focus

from 5-10 p.m. was all about the upcoming NACDA contract extension opportunity. We came away with a variety of thoughts and requests and I truly appreciate the input of our membership, as we had over 800 responses to the survey. Your thoughts and suggestions were imperative and after a full board call later in the week, we came away with a variety of requests to enhance the NACDA Convention for our CoSIDA members.



Here are the individuals we met with throughout the day in Indianapolis:

- * Terri Steeb Gronau (NCAA Div. II Vice President)
- * Academic and Membership Affairs Staff
- * Erik Christianson (Managing Director of External Affairs)
- * Media Services and Statistics, Champions and Alliances Staff
- * Dan Dutcher (NCAA Div. III Vice President) & Louise McCleary (NCAA Div. III Director)
- * Chuck Wynne (Director, Employee and Community Initiatives) & Monica Miller (Associate Director of NCAA President and Former Student-Athlete Outreach)
- * Brian Hendrickson (Director of Membership Communication) & Staff
- * Dana Thomas (NCAA Director of Web Communications) & Staff
- * We were joined at dinner Tuesday with Eric and also Nafeesa Connolly, an intern at the NCAA and a former National Division III SAAC leader from Simmons. Nafeesa was one of the first four student-athletes to attend our convention in 2012.

Terri informed us of a new branding campaign for Division II, that will focus on parents and prospects. A community event will be held at all Division II championships, and she will look forward to working with our new DII-SIDA President, John Kean of Missouri S&T. The Academic and Membership Affairs Staff involves compliance, and this was the first opportunity a team from CoSIDA met with NCAA compliance staff members. They stated it would be beneficial for our members to have a social media handout for new student-athletes to educate them about the do's-and-don't's. Eric provided his thoughts about our relationship and he deserves so much credit for opening this door for us many years ago.

For our lunch, we invited local SIDs to visit with them for their thoughts about where we are in a variety of areas. We thank Geoff Sherman (Marian) Kevin Alcox (Great Midwest Athletic Conference), Jeff Smith (Great Lakes Valley Conference), Jim McGrath (Butler), John Dedman (Indiana Sports Corporation and a former Butler assistant SID) and Ed Holdaway (IUPUI) for their time and thoughts for us.

Our friends with media services and statistics stated that they are looking to update statistics more often for all three divisions. For example, Division I football is updated daily.

Consistency is important with the entry of rosters, and they wish to remind the membership that rosters should not be changed in XML game files that affects player statistics. They emphasized that there has been an excellent response on volleyball statistics, which became a requirement last fall.

Dan and Louise discussed the responses to the survey regarding the first ever Division III "Divisional Day" Programming. It was very positive and they look forward to continuing this opportunity to serve their institutions. With the new website, Division III leadership is looking for more stories about current student-athletes and their activities outside of the playing arena. Chuck and Monica are working on a special project, "After the Game – Celebrating the Student-Athlete." They are looking for success stories from former student-athletes and look forward to hearing about your special alumni. You can submit this information at NCAA.SUBMITTABLE.COM, and for more information, go to NCAA.org/formerstudentathlete.

Brian is the Editor of NCAA's Champion Magazine. He stressed how he enjoyed meeting many of you at the CoSIDA Convention, and also stressed to keep the story ideas coming. In the near future, there will be a tablet format, and for more information go to <http://www.ncaachampionmagazine.org>.

Dana stated that NCAA.org has been relaunched and is looking for more video from our membership. This is a service website and a survey will be produced later this fall to assist on how to better serve the membership as the new look site continues to develop.

Personally, this was a bittersweet visit for me. From the first time I entered the NCAA headquarters as a College Division Board member in 2005, I was proud to have the opportunity to meet and greet many of the people who work so hard for us and our student-athletes. Knowing that this would be my last visit in an official CoSIDA capacity, I made sure to thank each and every person we met with to let them know how important they are to our profession.

Although they do not work in a campus environment and do not have the benefit of daily student-athlete interaction, the NCAA directors and staff work tirelessly to service these special young men and women. Thanks to board and CDMAC roles, I had the privilege of visiting the NCAA and the Hall of Champions (the home of our Hall of Fame and Capital One Academic All-America® Hall of Fame). Thanks to everyone who visited with us this year.

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CoSIDA Goes to Canada for CIS Visit



**CoSIDA leadership
building
relationships in
Canada**



by Eric McDowell (Union, NY), CoSIDA President

When two members of the College Sports Information Directors of America walked into the offices of the Canadian Interuniversity Sport on August 15, history was made in a very historic city.

CoSIDA has now visited the headquarters of three major governing bodies of collegiate athletics in North America, with the CIS visit joining previous meetings at the National Association of Intercollegiate Athletics (NAIA) in Kansas City and the National Collegiate Athletics Association (NCAA) in Indianapolis.

Indeed, CoSIDA's outreach continues, and continues to be productive for all parties.

Executive Director Doug Vance and I made the trip to this remarkable Canadian capital to meet with Pierre LaFontaine, the Chief Executive Officer of CIS, and Michel Belanger, the Manager of Communications and Media Relations. I was fortunate in recent years to attend CIS meetings in Mont Tremblant, Quebec and just last year, Toronto. Our objective this year was to learn what is happening with CIS and the membership, as well as provide them opportunities for their membership to engage even more with CoSIDA.

Michel talked about the main focus with the CIS staff this fall, the Vanier Cup. This is the 50th anniversary of the nation's collegiate football championship game, which will be held in Montreal for the first time. A total of 17 teams from the four CIS conferences will compete in the playoffs with the two finalists competing for the title on November 29 at Percival-Molson Memorial Stadium.

Michel also spoke about the variety of sports communications professionals at the 56 CIS institutions as well as staffing, internet services, and relations with national television networks like TSN.

Other visits included a lunch with Michel and his assistant, Jason Ilacqua, along with University of Ottawa SID Jennifer Elliot. During our time we scheduled meetings with a variety of staff at CIS. We visited with Gord Grace and Kyle Milks (marketing and sponsorships) and Sheila-Ann Newton and Tom Huisman (event operations and development). It was insightful and impressive.

We closed our meetings with a presentation to Pierre and Michel. The hope is to have CIS work with the institutions to drive more members to the CoSIDA Convention. With the added panels available for these SIDs to attend marketing, compliance and other athletic areas at the NACDA sessions, the CIS members will truly benefit in a well-rounded opportunity. They would also be able to be even better educated with the Capital One Academic All-America® program by meeting with the AAA Committee. The NAIA is a model with their meeting day held a day prior to CoSIDA, and perhaps CIS could provide the same opportunity.

I truly appreciate Pierre and Michel for their time and support, as well as their appreciation of our visit. I thank Doug for making the quick two-day trip from Kansas and for providing insight and thoughts to the CIS staff.

Yes....NCAA...NAIA....and now CIS. CoSIDA is a 365 day organization and is proud to have met with national collegiate leaders over the years, including the late Myles Brand and current NCAA President Mark Emmert, NAIA Executive Director Jim Carr and Pierre Lafontaine.

CHEVONNE MANSFIELD

CoSIDA Board Representative Attends State of College Athletics Forum



**by Chevonne Mansfield, American Athletic Conference
Director of Communications / CoSIDA Board of
Directors**

On August 6 I attended the Big 12 Conference's State of College Athletics Forum on behalf of CoSIDA. It was my first non-convention trip as a member of the CoSIDA Board and I was pretty excited when I got the email from President Eric McDowell asking if I was able to attend the significant media event in New York City.

The Big 12 administrators - including fellow CoSIDA Board member Rob Carolla, our organization's Third Vice-President and the Big 12 Director of Communications - assembled an all-star panel to discuss the current state of college athletics.

Panelists included Big 12 commissioner Bob Bowlsby, journalist and University of Maryland professor Kevin Blackstone; Kansas State athletic director John Currie; Armen Keteyian, lead correspondent for "60 Minutes Sports" on Showtime; Dr. Donna Lopiano, former Executive Director of the Women's Sports Foundation and former women's athletic director at University of Texas and current president of Sports Management Resource; West Virginia athletic director Oliver Luck; New York Times sports columnist Juliet Macur; University of Texas men's athletic director Steve Patterson; Judge Ken Starr, president and chancellor of Baylor University; and former Denver Broncos and University of Texas running back Selvin Young. NBC broadcaster Jimmy Roberts moderated the forum.

The two-hour discussion was spirited and lively as panelists had a broad conversation on possible NCAA governance changes and issues surrounding a student-athlete's name, image and likeness. NCAA autonomy among the top five revenue generating conferences was discussed within that context. The forum as a good precursor to voting that took place the next day; on Thursday, Aug. 7, the NCAA Division I Board of Directors passed a new model giving the five conferences authority to create some of their own legislation.

I attended the networking reception in the Trianon Ballroom immediately following the panel event. The panelists joined the reception and mingled with attendees after making themselves available to media. Lots of VIPs and sports media members were there and I spotted several national media outlets – CBSSports.com, ESPN.com and The Wall Street Journal, to name a few. I also ran into some of my favorite Twitter follows, veteran sports PR consultant and media strategist Joe Favorito (@joefav) and Andrew Giangola of IMG College (@IMGCollege). Favorito is a former sports information director and a big supporter of CoSIDA.

Before I left the Hilton, I made sure to say hi to Kevin Blackstone. I'm a big fan of his work and a frequent viewer of ESPN's Around the Horn. We had a nice chat and he was kind enough to take a picture with me.

More information and the video presentation from the State of College Athletics Form is available at:
http://www.big12sports.com/ViewArticle.dbml?DB_OEM_ID=10410&ATCLID=209578619.

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

IRA THOR

CoSIDA Board Representative Attends ECAC Grand Opening

In the spring of 2014, the Eastern College Athletic Conference (ECAC) Board of Directors made a strategic decision to relocate its headquarters. For the first time in more than 40 years, the ECAC was looking for a new home.

After looking at several possible properties, Danbury, Connecticut in Southern New England, and the Matrix Corporate Center emerged as the ideal location.

The new location strategically positions the ECAC headquarters and its staff in a centralized location. Equipped with a strong technology infrastructure, easy access to major highways, airports, and hotels, and ample space for conference meetings, as well as a venue for awards dinners and other special events, the new offices will help better serve ECAC member institutions.

On Thursday, August 21st, the ECAC held its grand opening at the Matrix Corporate Center to signify a new beginning in its storied history. More than 160 member administrators, commissioners, coaches, officials, corporate partners, and friends attended the celebration and ribbon cutting ceremony.

Among those attending was CoSIDA Board of Directors College Division Representative Ira Thor of New Jersey City University.

"We'd like to thank everyone for joining us on this special occasion," said ECAC Commissioner Dr. Kevin T. McGinniss. "So many came from near and far, which is a testament to not only the rich tradition of the ECAC, but also such a promising future for the organization. We are thrilled to be at the Matrix Corporate Center and we look forward to another exciting year in 2014-15."

About the ECAC

In the 76 years since its inception, the Eastern College Athletic Conference (ECAC) has emerged as the nation's largest Conference. The ECAC has grown considerably from its charter membership of 58, currently boasting over 300 member schools in Divisions I, II and III, ranging in location from Maine to South Carolina, and westerly to Missouri. In the 2014-15 academic year, the ECAC will host nearly 100 championships in 37 men's and women's sports as the sponsors of over 5,800 varsity teams and 111,000 male and female athletes. For more information, visit www.ecacsports.com.



Ira Thor (left) with ECAC Commissioner Kevin McGinniss.



Ira Thor (left) with CoSIDA Past President and SUNYAC Commissioner Tom Di Camillo.



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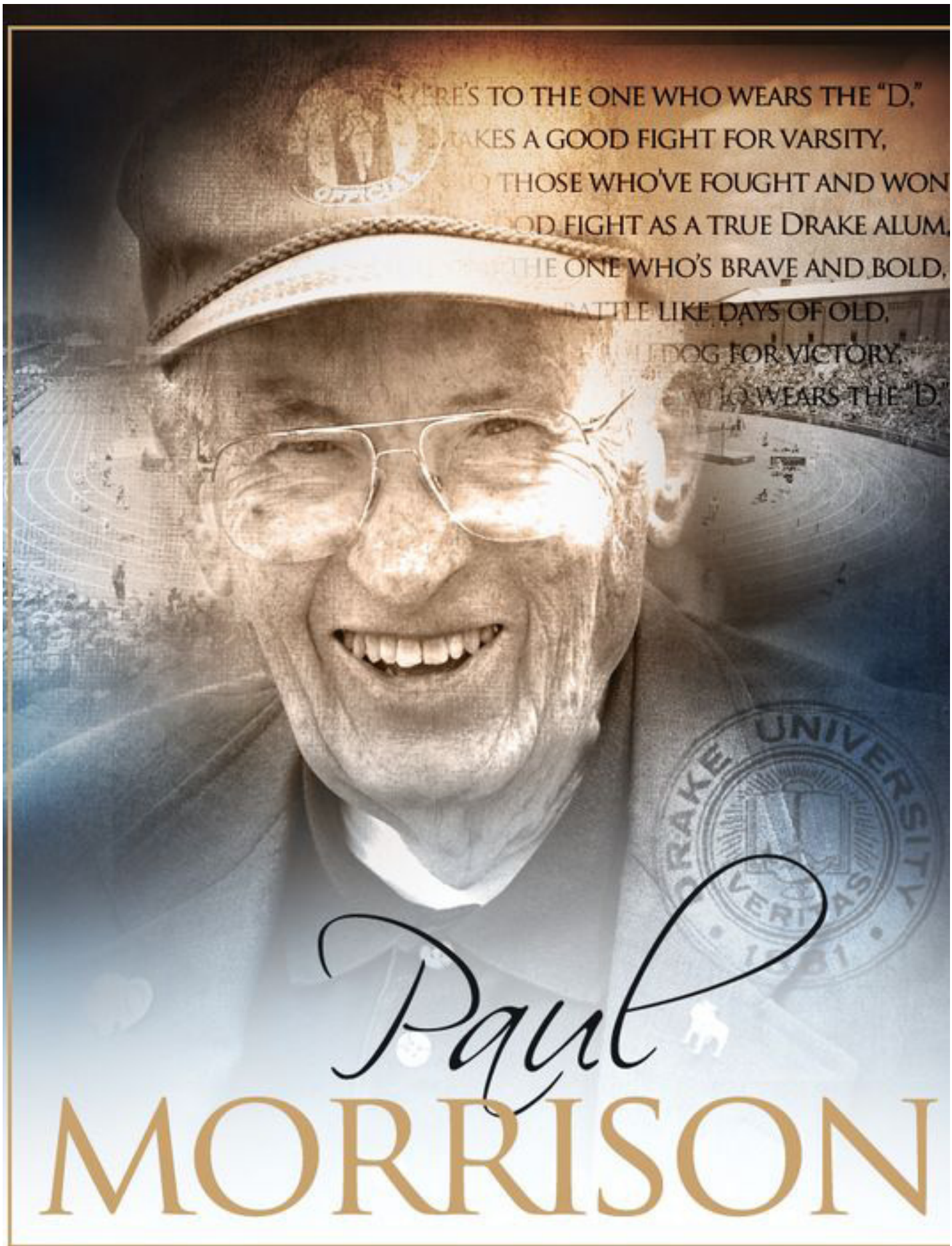
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Paul

MORRISON

Photo: Bryon Houlgrave/The Register

PAUL MORRISON

“Mr. Drake” Enters Des Moines Register Sports Hall

By Andrew Logue, *Des Moines Register*

To most of us, they are luminaries from a pre-digital era.

To Paul Morrison, Douglas MacArthur was a commanding officer, Ronald Reagan was a colleague and John Wooden was a coach who broke the hearts of Drake basketball fans at the 1969 Final Four.

So, who was most inspiring or memorable?

“That’s a three-way tie,” Morrison answered with a grin.

Diplomacy is just one of the reasons “Mr. Drake” is a living treasure, and why he’s the 216th inductee into The *Des Moines Sunday Register’s* Iowa Sports Hall of Fame. “He keeps the wheels going,” former Bulldogs football player Jay Cookman said. “He’s just the best there is and ever will be at Drake University.”

Morrison remains a man in motion, three weeks after his 97th birthday.

Monday through Thursday, Morrison’s granddaughter, Abby, picks him up around 7:45 a.m. and drives him to campus. He stays mostly in his office, surrounded by enough photos and mementos to make a curator blush with envy, until 4:30 p.m.

People milling around in the hallway may not realize Morrison actually retired as the school’s business manager for athletics in 1986.

“I went to work the very next day,” Morrison said with a shrug, “and I’ve been here ever since.”

Ronald and General

His devotion dates to 1902, when Morrison’s parents, Marion and Leonta, met at Drake. A total of 14 family members have graduated from the university since.

Paul Morrison enrolled in 1935, and eventually became sports editor of the school paper.

Our nation’s 40th President had taken a job at WHO radio less than two years earlier.

“I think Ronald Reagan actually did the PA on a Drake football game one night,” Morrison said. “He was around all the time. He had a great career in Des Moines.”

After being drafted into the Army, Morrison spent World War II in the Pacific theater, where nobody upstaged Gen. MacArthur.

“He was visiting the troops one day,” Morrison said of a brief encounter. “Imposing figure. Not so tall, but just a very imposing figure.”

Morrison was temporarily assigned to study chemical warfare, but found his niche while stationed in Hawaii and New Guinea.

He started a newspaper, which was distributed daily and eventually led to him receiving a Bronze Star for his contributions.

Morrison rose from the rank of private to sergeant.

“I was in Manila on V-J Day with priority to fly to St. Louis, to be discharged,” Morrison recalled. “MacArthur froze all the transportation in the South Pacific. They put us on a ship and sent us to Australia, picked up a load of Australian war brides and took them to San Francisco.” Morrison wound up back at Drake, where administrators decided to make their “news bureau job” a full-time position. He went on the payroll Dec. 15, 1945.

All Drake, all time

The numbers are jaw-dropping.

Morrison can document the 690 Bulldog football games he’s witnessed, and by his recollection he’s attended 77 Drake Relays.

“Mom took us to all the athletic events when we were little kids,” said Holly Dierks, Morrison’s daughter who has attended 59 Relays. “We just kind of grew up going to Drake stuff.”

Paul and Pauline Morrison raised three daughters (Mary, Holly and Jenine) and one car.

He preferred to walk, and never drove. She was a soul mate, who relished her role as chauffeur.

“In the days when he had to deliver press releases to all of the TV and radio, we’d really go as a family,” Holly said. “Mom would pick Dad up at the end of the day, and we did what we called ‘the rounds.’”

Cookman, a member of Drake’s 1957 football team, which earned an invitation to the Sun Bowl, saw Morrison as a man whose duties outdistanced his job description. It was Morrison, for example, who made sure players received meal money.

“He was in charge of all the details on the trips and everything,” Cookman said. “When we got done with the games, I remember he would hand out the dollar bills.

“I can’t remember how many we got.”

Payback isn’t always a you-know-what.

When Morrison turned 90, in 2007, several former athletes, including Cookman, came up with an appropriate present: \$20 worth of coupons to McDonald’s.

“When Paul does leave Drake, I don’t know what’s going to happen,” Cookman said, “because a lot of little details he knows, I don’t know if anybody else knows.”

continued on page 16

Tears and more tears

If there is a downside to longevity, it's the inevitable tears.

In 1987, Morrison's daughter, Mary, died of cancer.

Four years later, he lost Pauline. She was a couple weeks shy of turning 74.

"Healthiest lady in Des Moines," Morrison said, shaking his head. "Taught yoga, taught wellness. Got a brain tumor and before you know it, she was gone.

"Just one of those things that happens."

Forest Avenue became a pathway to peace of mind.

"I have no hobbies," Morrison said. "I don't know what I'd do if I didn't come to work."

Other changes were more subtle.

After losing to Wooden's UCLA juggernaut in 1969 and advancing to the Elite Eight in 1971, Drake's basketball program went into a funk. The Bulldogs went 37 seasons without an NCAA Tournament appearance.

Things were even worse in football. The program was dropped in the mid-1980s, eventually returning to compete at the non-scholarship level.

"We never reached the expectations that a lot of people had," Morrison said. "The businessmen of Des Moines built Drake Stadium, because they thought Drake was going to be playing big-time football, and the Drake Relays. "I'm very happy with our football situation. We're right where we should be, as far as I'm concerned."

Sometimes, there are tears of gratitude.

Morrison still gets choked up when talking about Carl Lewis running in the 1994 Relays, despite an April snowstorm.

"I will always think he really showed what kind of a guy he was," Morrison explained. "The guy said, 'People came here to see me run, I'm going to run.'

"To my dying day, I'll always take my hat off to Carl Lewis."

Morrison was also a little misty back in 2008, when Drake ended its NCAA Tournament drought by winning the Missouri Valley Conference title.

"He's not a guy who is going to get emotional very often," said Adam Emmenecker, the Valley's player of the year in '08, "but you can tell it's important to him.

"It makes you really feel privileged to be able to go through that time and be part of that special memory."

Young at heart

Morrison may be humble, but his escapades are legendary.

His daughter, Holly, heard stories about Morrison dog sledding in his 80s, with radio analyst Dolph Pulliam, when the Bulldogs traveled to a basketball tournament in Alaska.

"You can't think of Drake University without thinking of Paul," said Al McCoy, a Bulldogs alum entering his 43rd season as a broadcaster for the NBA's Phoenix Suns. "He's just been such an integral part."

Morrison bleeds blue, and his encyclopedic passion for the past makes him relevant to any generation.

"I think when I came in as a freshman and a sophomore, you're so concerned with making your own impact that you don't spend the time to get to know people quite as well," Emmenecker said. "But after running around with Paul and traveling with him for four years, you're almost awestruck at his intellect and his knowledge of the game."

One of Morrison's primary duties these days is keeping tabs on former Drake athletes, checking their whereabouts and making sure they're not forgotten. In return, they continue to embrace Mr. Drake.

"We just had a birthday party for him," Holly said. "And we had 80 people come. You tell me, how many 97-year-olds will have 80 people come out? All age groups, too. "That's kind of cool."

Morrison sees change through Johnny Bright, women's athletics

Paul Morrison is a mainstay who witnessed shifts in attitudes.

He was in the press box back in 1951, when Drake running back Johnny Bright suffered a broken jaw, thanks to a couple of blows delivered by Oklahoma A&M's Wilbanks Smith.

Bright, who was black, was seen as a Heisman Trophy contender, but it was a series of Pulitzer Prize-winning photos by the Des Moines Register that garnered national headlines.

Smith said in following years the hits on Bright were not racially motivated, but others considered the incident a flashpoint leading up to the Civil Rights Movement.

"I saw every game John played," Morrison said. "I think we were playing for the conference championship, and the way to beat Drake was to get John out of the picture. "And so that was apparently the assignment."

Morrison was also working at the 1961 Drake Relays, when Olympic star Wilma Rudolph wandered through the stadium looking for a dressing room. At the time, the Relays did not have regularly scheduled events for female athletes. So there was no women's locker room.

"People can't believe that now," Morrison said. "When we developed women's track at the Relays, it was the turning point."



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BILL LITTLE

Texas Legend Retires, Press Area Named in his Honor



Bill Little, former CoSIDA President and CoSIDA Hall of Fame inductee, is stepping into retirement after an illustrious career at the University of Texas.

Little officially retired from the University of Texas on August 31, stepping aside after serving on the Forty Acres for a 47-year tenure, a span of service which began in 1968 when he returned to his alma mater as an assistant sports information director. Little held the title of Special Assistant to the Head Football Coach/Communications upon his retirement.

The University held a reception for Little on Aug. 28 to celebrate the naming of the football and baseball press boxes after him. The photo above shows Little and his wife, Kim Scofield (left), in the football press box with UT benefactor Marian Dozier. Dozier recently donated a significant gift to name the football and baseball press boxes the Bill Little Media Center and to renovate the men's and women's basketball Denton A. Cooley Pavilion (basketball practice facility) and to name the basketball offices in honor of the Dozier family.

"It means so much to be able to honor my great friend Bill in this way," said Dozier, as quoted in the story link above. "A passion for Texas Athletics is something we have always shared, and it is through athletics that we became so close. This naming will help honor his immense life work, the legacy he has left nationally on sports media, and hopefully motivate young people to follow their passions in work and life."

Little led CoSIDA as president during the 1988-89 academic year and was inducted into the CoSIDA Hall of Fame in 1992. He received CoSIDA's Arch Ward Award in 1998 for outstanding contributions to the field of athletic communications (in the university division). A noted wordsmith and author, Little earned numerous CoSIDA Writing Contest honors throughout his career.

Serving as UT athletic historian, Little's contributions to Texas Athletics history include writing Matthew McConaughey's script for the documentary *The Story of Darrell Royal*, along with authoring or co-authoring seven books about UT Athletics, including two with former Texas football coach Mack Brown. He also was honored in September of 2013 as one of the outstanding alumni of Winters (Texas) High School.

Among those in attendance at Little's retirement celebration were National Football Foundation President and CEO Steve Hatchell; College Football Playoff Executive Director Bill Hancock; Luci Baines Johnson, daughter of the late President Lyndon Johnson; former Texas football head coach Mack Brown; along with former and current Longhorns coaches and administrators, college athletic colleagues, media members and friends.

The Little feature on the following pages appeared recently in the Daily Texan, the UT student newspaper.

By Garrett Callahan , The Daily Texan

Seven years ago, Bill Little, special assistant to the head football coach for communication, made a promise to then-athletic director DeLoss Dodds and head football coach Mack Brown.

The longtime sports information director committed to stay at Texas for as long as Dodds and Brown did.

But, last January, just a few months away from turning 72, Little and his wife, Kim, realized that promise had been fulfilled.

"In January, I looked up, and both DeLoss and Mack were gone," Little said. "A new group of people were coming in, and they needed their own people to do their own thing. So [Kim and I] said, in the words of Coach Royal, 'Let's just set our bucket down.' And that's what we decided to do."

On Aug. 31, Little retired, and, for the first time since 1968, he is no longer an employee of Texas athletics.

The legendary wordsmith, who worked as a commentary writer and special assistant to Brown for the past seven years, saw the reigns of five football coaches, five basketball coaches and four athletic directors during his time in Austin. He attended 36 bowl games with the Longhorns and broadcasted more than 1,700 baseball games. Even Little's honeymoon consisted of accompanying the Longhorns' basketball team to New York during their NIT trip in 1978. But, after seeing six decades come and go at Texas, Little thought it was the perfect time to leave.

"It's always hard to step away," Little said. "But the timing was just perfect. I always said I never wanted to leave anywhere bitter, and that has always been important to me. The opportunity seemed right for the new administration — for Coach Strong and for everyone. It was a hard decision, but it was also an easy decision."

Little grew up in Winters, a small town south of Abilene that encompasses under three square miles and has a population of just more than 2,500. After growing up a Longhorn fan, he followed in the footsteps of both his parents and began his college career at Texas in 1960.

As a student, he majored in journalism and worked in the sports information director's office, creating a close friendship with football coach Darrell K Royal that would span until his death in 2012. In addition, he served as the sports editor of The Daily Texan for two years, witnessing Royal's first national championship in 1963.

In 1968, at 26, Little started his full-time career at Texas as an assistant sports information director after a job interview that lasted just two sentences.

"I saw there was this really good job in public relations at the University of Texas," Little said. "I called Coach Royal, and I said, 'Coach, I want to come back.' And he said, 'I'd like to have you back.' And that was the extent of it. I started that spring."



Bill and his wife, Kim Scofield, at his retirement reception in Austin.



The Little and Dozier family members at Bill's retirement celebration. Marian Dozier (center, right), a longtime friend of the Little's and UT benefactor, recently recently donated a significant gift to name the football and baseball press boxes the Bill Little Media Center.

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PHOTOS: Courtesy of University of Texas Athletics

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Unknowingly, Little would spend the next 46 years involved in Texas sports. Ironically, though, sports weren't Little's passion. His passion stretched through sports to the stories that could be told and the people who were discovered through the game.

"I knew I loved journalism, and I knew I loved to tell the story," Little said. "What I found in sports was the human element. It's the conquest of the human spirit. It makes you love the game — whatever it is — and you cry with it, whether you win or lose."

Little wanted to make a difference through his work and through his words.

"I always found that, if you can write something that can make a difference to somebody, it can change a life," Little said. "I was a bad golfer and a worse tennis player. And I wasn't big enough to play football, and I was too short to play basketball, so my only gifts were to write and talk. And, if I was going to do what God put me on this planet to do, then I needed to do those things."

Little made that difference he was seeking and influenced so many around him that the football and baseball press boxes will now be named the Bill Little Media Center.

A significant gift from longtime athletics supporter Marian Dozier created the funds to honor Little.

"It means so much to be able to honor my great friend Bill in this way," Dozier said. "This naming will help honor his immense life work, the legacy he has left nationally on sports media and hopefully motivate young people to follow their passions in work and life."

With his retirement approaching, Little — who has three children and ten grandchildren, all of whom are Texas fans — is ready to step away. He still hopes to stay involved with Texas athletics, though, by announcing home baseball games and doing radio work. He's also written seven books on the Longhorns and hopes to finish a few more during his new free time.

"Texas athletics has pretty much been my life for close to 60 years," Little said. "This fall will mark the first time since 1957 I haven't covered football for somebody. But now, I think I've earned the chance to set my bucket down."



Little with Bill Hancock (College Football Playoff Executive Director) and Steve Hatchell (President and CEO of the National Football Foundation & College Hall of Fame). Both Hancock and Hatchell began their careers in college sports information roles.



A sampling of Little's awards and honors were on display during his retirement ceremony.



Little congratulated by former UT football coach Mack Brown at his retirement reception.

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.

CLAUDE FELTON

UGA's Claude Felton - A premier college sports publicist



by **Tim Gardner, *The Fifth Down* (online newsletter of the FWAA - Football Writers Association of America)**

Webster defines pre-eminent as: excelling above all others.

Pre-eminent aptly describes the University of Georgia's Claude Felton.

Serving the UGA Athletics Association for more than 30 years, the legendary Felton is generally regarded by knowledgeable observers as the standard by which collegiate sports information directors are measured.

Aptly aided by a staff of full-time, part-time and student assistants, Felton's primary responsibility is to chronicle and disseminate information about the UGA intercollegiate sports teams and student-athletes to media on local, state, regional, and national levels as well as Bulldogs fans and all others who request it. He is the consummate professional — well-organized, thorough at handling details and performing his job with an objective approach. Felton is quick to deflect any credit for his efforts while devoting his attention to getting out information about the Bulldogs' newsworthy deeds.

Felton's career has spanned the glory days of UGA Athletics. He has directed the overall publicity operation for thirty-plus national championship teams, including the school's fifth national football championship, as well as numerous individual national champions.

During his tenure, UGA Athletics highlights have also included the greatest play in Bulldogs Football history (the Buck Belue-to-Lindsay Scott 93-yard miracle touchdown pass that helped push UGA past hated Florida, 26-21

in 1980 and propelled the Bulldogs to the national title), running back Herschel Walker winning the 1982 Heisman Trophy and the men's basketball team making its only appearance in the NCAA Tournament's Final Four (1982-83 season).

Felton enthusiastically recalls the exploits of UGA's top coaches like Vince Dooley, Hugh Durham and Jack Bauerle as well as the exploits of the best athletes to play for the Bulldogs such as Walker, Belue, Terry Hoage, Kevin Butler, David Pollack, Todd Gurley, Aaron Murray, Dominique Wilkins and Katrina McClain. Equally special to Felton are the athletes whose names don't evoke as much fanfare as the star performers, but who nevertheless make meaningful contributions to their respective UGA teams. Felton also realizes the importance of devoting proper attention to all UGA sports — not just the glamorous ones like football and basketball — and he makes sure UGA women's sports receive equal attention to the men sports.

Bulldog Illustrated Sports Editor and long-time UGA Sports radio announcer Jeff Dantzler declared of Felton: "Claude is a wonderful man who epitomizes everything that is right and great about the University of Georgia. There will never be another (Sports Communications Director) like Claude. He is a treasure to all Georgia people."

A Savannah, Ga., native, Felton enrolled at UGA in 1967 and earned associate bachelor's (1970) and master of arts (1971) degrees from the Henry Grady School of Journalism.

Felton was a summer intern sports reporter and later briefly a news reporter for the *Savannah Morning News* (1971). He then worked two tenures in various posts at

Georgia Southern College, including Director of Information Services, Sports Information Director, Associate Director of Institutional Development, and Director of Public Relations. Additionally, he was an assistant tennis coach at the school from 1972 to '75.

Felton also was assistant sports information director at UGA and in '79 he became its Sports Information Director, a capacity in which he has served since.

He has witnessed the most significant changes in the sports information business — especially the explosion of sports on television to the growth of media covering college athletics to the Internet's role in them. As a result, Felton has upgraded many services provided by the UGA Sports Communications (formerly Sports Information) Department and he and his staff have been honored with dozens of national and regional awards from the College Sports Information Directors of America for the slick media guides, game programs and related publications they produce.

Another example of the astute work of Felton and his staff is provided by the Football Writers Association of America in its "Super 11" listings of the top eleven sports information departments in the NCAA Football Bowl Subdivision. Georgia is the only school that has received "Super 11" recognition every year (five) since its inception in 2009. Selection criteria includes: how efficiently press boxes/operations are operated; quality and timeliness of information provided; amount of information presented and how appropriately it is updated on web sites; personal responsiveness to media inquiries as well as the accessibility of players and coaches; and how well the sports information departments go the "extra mile" in servicing the media.

No one who deals with college sports information departments should be surprised that UGA has accomplished such a prestigious feat and that is largely because of Felton's leadership.

Felton has served as media coordinator for numerous NCAA national championship events held at UGA and was the host sports information director for the 1977 NCAA Final Four basketball tournament in Atlanta. He was also a member of press liaison staffs for various Olympic Games, including in 1984 in Los Angeles and as press venue chief for soccer at the '96 Centennial Olympic Games held at UGA. Additionally, Felton was chairman of the Ethics Committee of the College Sports Information Directors of America (CoSIDA) from 1985 to '91 and chairman of the organization's Olympic Liaison Committee (1992-95). He has also served as a member of the NCAA Men's Basketball Final Four media coordination committee since 1995.

After hiring Felton as UGA's Sports Information Director, then UGA Athletics Director for Sports Dooley rewarded Felton for his work with job promotions four different times, culminating with him also being named Senior Associate Athletics Director for External Affairs, a role in which he served four years (2000-04) and not only oversaw the sports information department, but also

the athletics ticket and development offices. Felton had previously been Associate Athletics Director for External Affairs for two years (1998-2000), Associate Athletics Director for Sports Information four years (1994-98), Assistant Athletics Director for Sports Information 10 years (1984-94) and SID for five years (1979-84). His job title changed to Associate Athletics Director and Sports Communications Director in 2004, and he was promoted to Senior Associate Athletics Director (in addition to SC Director) by UGA Athletics Director Greg McGarity in 2011.

Felton's contributions to UGA and Bulldogs Sports are so numerous that it's a general consensus among his peers and colleagues as well as others familiar with his work that UGA should name a facility for him or honor him with a comparable milestone.

"Claude is exemplary in the sports publicity field," said McGarity, a former Assistant Sports Information Director to Felton in the late 1970's-early '80's. "Claude has an impeccable reputation nationwide among his peers and journalists who are aware of his hard work, dedication to UGA and talent for his job. Claude always conducts himself in a first-class manner and represents UGA with the highest degree of proficiency."

Dooley, UGA's head football coach from 1964 to '88 and also athletics director from 1981 to 2004, added the following glowing remarks about Felton: "Claude was the first and most important administrative hire I made, and he has proven to be a tremendous asset for the University of Georgia. I have often told Claude that I recruited him as hard to direct our sports publicity program as I did Herschel Walker to play for us. It can't be over-stressed that Claude is the very best in his line of work and there's an overwhelming consensus of the same by those who've professionally dealt with him."

Felton achieved the pinnacle accomplishment of his professional career on July 4, 2001, when he was inducted into the College Sports Information Directors of America Hall of Fame, acknowledging his exemplary work at UGA and showcasing the high esteem in which he is held by his colleagues. He also received the CoSIDA's next most prestigious honor in 2004 — the Arch Ward Award — presented annually to an individual who has made an outstanding contribution to the college sports information field.

Additionally, Felton was the 2008 recipient of the Football Writers Association of America's Bert McGrane Award, which is presented to an FWAA member who has performed great service to the organization and the writing profession and is symbolic of the association's Hall of Fame. It is named for the Des Moines, Iowa, writer who was executive secretary of the FWAA from the early 1940s until 1973.

Felton was also inducted into the Savannah, GA Athletics Hall of Fame in 2005. Karlene Lawrence, who has served under Felton's direction in various roles including as his secretary and Manager of Internet Operations and

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Publications Coordinator for the UGA Athletics Association, noted that Felton possesses a talent for and a deep dedication to his job that are rare in his profession.

Lawrence commented: "I've worked with Claude for more than a quarter-century and he is one of the most sincere, honest and ethical persons I've ever known. It's been a tremendous honor to work for, and learn from someone of Claude's caliber. He has been most instrumental in our sports communications department being so respected nationwide. Very few colleges or universities, regardless of size, have someone who has been as extensively involved in the athletics program as Claude has at Georgia."

Veteran college football coach and former UGA Associate Athletics Director Dick Bestwick echoed Lawrence's sentiments about Felton with these statements: "It was my good fortune to work with a number of outstanding people in my 48-year athletics career and I never worked with anyone more outstanding in his or her job than Claude. He brings out the best in the people surrounding him. I feel enriched by being associated with Claude."

Truly, Felton is a Southern gentleman whose class, humbleness and congenial personality endear him to those

with whom he comes in contact. He's also a great family man.

Felton is married to the former Cathy Turner of Athens. She is an administrative assistant in UGA's Crop and Soil Sciences College. Claude and Cathy have three children symbolic of the association's Hall of Fame that — Robyn, Christopher and Patrick. Robyn is a 2000 Samford University graduate who currently is a vice-president for the Colonnade Group in Birmingham, Ala. Christopher, a 2001 UGA graduate, was a former administrative intern to Dooley and certified athletics trainer for the Bulldogs. He attended medical school in Miami and Fort Lauderdale, Fla., and currently is fulfilling his medical residency at New Hanover Regional Medical Center in Wilmington, N.C. Patrick, a 2010 UGA graduate, recently completed an internship at the Allstate Sugar Bowl office in New Orleans, La. Claude and Cathy have one grandchild — Carter Christopher Felton — born to Christopher and his wife, the former Katie MacKelcan, in August 2011.

What Claude Felton has accomplished for UGA has, indeed, been of colossal and even historic proportions. And the university has never employed a more loyal servant or a better person.



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FIVE

Questions . . .

With April Goode

Director of Social Communications, Virginia Tech University

by Larry Happel, Central College

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

I started on my career as a student at High Point University, working with Lee Owen and followed that up with a graduate assistant spot at Marshall where I worked under Randy Burnside. Unfortunately, neither are in the business any longer, but both were instrumental in the early days of my career. However, my biggest influence in the business without a doubt has been Brian Morgan. He was my supervisor for four years in my first full-time job at HPU and then we had one year together at the University of North Florida before I got the job here at Virginia Tech. I consider Brian my mentor in this industry and a great friend and role model. While here at Tech I have had the fortune of working with a legend in the sports information world in Dave Smith, a 38-year veteran of the business. His knowledge of Virginia Tech and its athletics history is astounding. I have also been lucky enough to have some really great coworkers over the years.



2. *Virginia Tech is a much larger institution than High Point, your alma mater. What's been the biggest adjustment for you in your role at Virginia Tech?*

Working at Virginia Tech is definitely different from the other places I have worked in the past. At High Point we were two full-time and a GA and at UNF we were three full-time and an intern, so being at Tech where we have six full-time, two interns, graphic designers, a publications coordinator and a photographer has been a big change for me. I feel very fortunate to be in an office that has the resources we have, but there are times I miss having my hands in all those other areas, too. I am able to focus more on my sports and working with my specific teams a bit more instead of being torn in multiple directions.



3. Among your many duties, you're heavily involved with social media, including Facebook, Pinterest and Twitter. How have your social media strategies evolved, what are your objectives and what platforms do you find to be most beneficial?

I have recently been charged with overseeing a revamping of our social media efforts here at Tech and it is an ever-evolving process as things are constantly changing in the social media landscape. Our main focuses have been Facebook, Twitter and Instagram – these are the big three. The department also maintains a Pinterest page and we have been trying to develop that more and make it in to a powerful presence. I think that you can't be afraid to try something new. Not everything is going to work for every program out there, but you have to be at least willing to try. You also have to be open to change--who knows where social media is going to be in a few years-- and you have to be willing to keep up with the times or else be completely left behind.

4. You're a co-chair for the CoSIDA convention programming committee. How is the convention program developed and evaluated?

My fellow co-chair, Ian Schraier (LIU Post), and I mainly just organize the committee and help set the final schedule. Once the committee has decided on what we want to offer to the membership as far as programming goes, then Ian and I will sit down and try to insert programming in to the best time slots. We then submit it to the Second VP to take to the board, where sometimes things get changed around due to NACDA obligations, but for the most part it stays the same. Each committee member is assigned an area of the programming to oversee, so in the co-chair role, we are in charge of making sure all the presenter and moderator spots get filled and helping to find last-minute replacements if need be. We are very fortunate to have great people on our committee. They all work very hard each year to make sure we are able to put together the best programming for the membership.

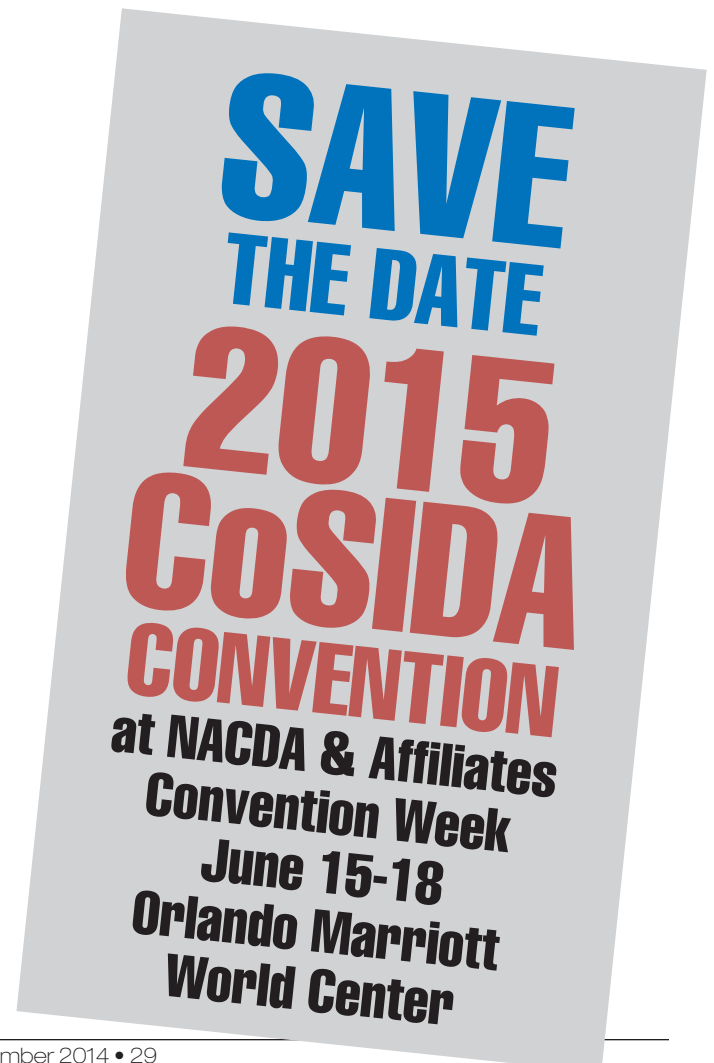
We rely very heavily on the feedback we get from the membership through the annual surveys everyone is asked to fill out. I think that our committee's job is to create a dynamic program based on the type of learning opportunities that appeal to the organization as a whole. Is everyone going to be happy with every aspect of the programming? No, of course not, but we try to look at it objectively and make decisions based on the majority interest.

The affiliation with NACDA has allowed us to tap in to some resources we may not have had on our own with all levels of administration in attendance during the week. We have been able to reach out to co-workers in compliance, academic advising, administration, etc. for different parts of the programming. Last year I thought we did a good job of utilizing presenters who are not necessarily sports

information directors, but have knowledge on things (such as the Legal & Privacy Issues panel) that we should know in order to more effectively do our jobs.

5. What have you enjoyed the most about your work with CoSIDA and why should other athletics communications professionals invest their time in getting involved with the organization?

One of my favorite aspects of being involved with CoSIDA is the networking and meeting new people from different schools at different divisional levels from all around the country. Just because I work at a BCS level institution does not mean that a tip or trick an SID at a DII or DIII school has learned isn't going to benefit me. At the end of the day we all do the same job and same type of work. I have learned more about the profession by attending the convention every year than I would have sitting in an office all day, every day. I think that it is very important for people to get involved, especially if you're new to the profession, and those who are not new should stay involved. There is always going to be someone out there who has experienced the same thing you are experiencing and it is great to have those resources to lean on when you need them.



Continuing Education

CoSIDA's Fall 2014 online continuing education schedule

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

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

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

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

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

The September schedule:

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

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

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

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

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

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

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

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

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

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

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

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

Wed., Sept. 24- Competing for Exposure

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

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

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

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

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

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

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

At the same time that the role of public relations has morphed into a bigger job, technology is helping to transform PR into something you can measure.

No longer do companies have to rely solely on media placements as the only evidence of PR success; today armed with the right tools, they can understand the impact of PR on leads and ultimately sales.

Yet many companies in my experience would as soon measure their employees' bathroom habits as they would their PR effectiveness.

"This is the one thing I see missing the majority of the time," Iliff told me. "A company says to a PR pro 'we want to see our sales go up' but then gives them no access to how to actually make that happen."

Here are some ways companies can get more value from their PR and transform it into a true agent for growth:

Turn PR Into Lead Generation

By adding calls to action to PR materials you can get prospects to take a defined move, such as signing up for a demo or a blog, advises Iliff. When doing this, ensure your website makes it easy for a visitor to take the next step.

Change Your Definition Of News

Don't limit press releases to product announcements or executive changes. Instead use releases to promote branded content such as blog posts, webinars, infographics, white papers, and any useful information you produce, says Skerik.

Widen The PR Net

Beyond press releases, think of other ways you can promote your work, including social media, email, content marketing, and even native advertising. That way you are much more likely to engage prospects.

Put On Your Analytics Hat

Use Google analytics to track visits from PR materials and use your marketing team's software like Marketo or Eloqua to identify the source of leads, Sullivan recommends. "Measurement can frequently be an afterthought in PR," says Sullivan, "but knowing how PR influences the bottom line is key to the future success of the entire profession."

Some companies of course are doing all of the above and more and hats off to them. Those who are stuck in the old world of public relations, however, will need to embrace the new PR model if they want to avoid becoming yesterday's news.

STATCREW
SOFTWARE

Proudly
serving CoSIDA
since 1988

CBSSPORTS.COM
COLLEGE NETWORK

The advertisement features a dark background with a grid of hexagons and various sports statistics like 'Fouls 17-34', 'Balls', and '76-83'. A large white arrow points downwards on the left, and another points right on the right. The text 'STATCREW SOFTWARE' is prominently displayed in a bold, white, sans-serif font. Below it, 'Proudly serving CoSIDA since 1988' is written in a smaller, white font. At the bottom, the 'CBSSPORTS.COM COLLEGE NETWORK' logo is visible.

COLLEGE FOOTBALL
PLAYOFF

#1

PLAYOFF SEMIFINAL
ROSE BOWL GAME
NEW YEAR'S DAY

NATIONAL
CHAMPIONSHIP
NORTH TEXAS
1.12.15

PLAYOFF SEMIFINAL
SUGAR BOWL
NEW YEAR'S DAY

COMING THIS SEASON

ESPN

The advertisement features a dark background with a large, glowing football icon at the top. Below it, the text 'COLLEGE FOOTBALL PLAYOFF' is written in a bold, white font. In the center, a large '#1' is displayed within a glowing circle. Below this, three playoff games are listed: 'PLAYOFF SEMIFINAL ROSE BOWL GAME NEW YEAR'S DAY', 'NATIONAL CHAMPIONSHIP NORTH TEXAS 1.12.15', and 'PLAYOFF SEMIFINAL SUGAR BOWL NEW YEAR'S DAY'. At the bottom, the text 'COMING THIS SEASON' and the 'ESPN' logo are visible.

The Most Productive People Know Who to Ignore



by Ed Batista, via *Harvard Business Review*
(www.hbr.org)

A coaching client of mine is managing partner at a very large law firm, and one of the issues we've been working on is how to cope more effectively with the intense demands on his time—clients who expect him to be available, firm partners and other employees who want him to address their concerns and resolve disputes, an inbox overflowing with messages from these same (and still other!) people, and an endless to-do list. Compounding this challenge, of course, is the importance of making time for loved ones and friends, exercise, and other personal needs.

When faced with potentially overwhelming demands on our time, we're often advised to "Prioritize!" as if that's some sort of spell that will magically solve the problem. But what I've learned in the process of helping people cope with and manage their workflow is that prioritizing accomplishes relatively little, in part because it's so easy to do. Let's define the term: Prioritizing is the process of ranking things—the people who want to take up our time, items on our to-do list, messages in our Inbox—in order of importance. While this involves the occasionally difficult judgment call, for the most part it's a straightforward cognitive task. When looking at a meeting request, a to-do list, or an email we have an intuitive sense of how important it is, and we can readily compare these items and rank-order them.

Here's the problem. After we prioritize, we act as though everything merits our time and attention, and we'll get to the less-important items "later." But later never really arrives. The list remains without end.

Our time and attention are finite resources, and once we reach a certain level of responsibility in our professional lives, we can never fulfill all the demands we face no matter how long and hard we work. The line of people who want to see us stretches out the door and into the street. Our to-do lists run to the floor. Our inboxes are never empty.

What trips up so many of us is imagining that we can keep lowering that threshold—by working harder, longer, "smarter" (whatever that really means) in the futile hope that eventually, someday, we'll get to the bottom of that list.

The key is recognizing that prioritization is necessary but insufficient. The critical next step is triage. Medical staff in a crisis must decide who requires immediate assistance, who can wait, who doesn't need help at all, and who's past saving. Triage for the rest of us entails not just focusing on the items that are most important and deferring those that are less important until "later," but actively ignoring the vast number of items whose importance falls below a certain threshold.

The first step is to reframe the issue. Viewing a full inbox, unfinished to-do lists, and a line of disappointed people at the door as a sign of our failure is profoundly unhelpful. This perspective may motivate us to work harder in the hopes of someday achieving victory, but this is futile. We will never win these battles, not in any meaningful sense, because at a certain point in our careers the potential demands facing us will always outstrip our capacity, no matter how much effort we dedicate to work. So the inbox, the list, the line at the door are in fact signs of success, evidence that people want our time and attention. And ultimate victory lies not in winning tactical battles but in winning the war: Not an empty inbox, but an inbox emptied

of all truly important messages. Not a completed to-do list, but a list with all truly important items scratched off. Not the absence of a line at our door, but a line with no truly important people remaining in it.

The next step is to stop using the wrong tools. We expend vast amounts of energy on “time management” and “personal productivity,” and while these efforts can yield results at the tactical level, they’re futile when it comes to the strategic task of triage. Remember: this is not about making a list but deciding where the cut-off point is and sticking to it.

Finally, we need to address the emotional aspect of triage, because it’s not merely a cognitive process.

Actively ignoring things and saying no to people generates a range of emotions that exert a powerful influence on our choices and behavior. This is precisely what makes triage so difficult, and until we acknowledge its emotional dimension, our efforts to control our workflow through primarily intellectual interventions are unlikely to succeed.

This process may well be occurring right now. A moment ago when you read the phrase, “no truly important people,” above, you probably flinched a little and thought it was somewhat callous. I flinch when I read it, too, and I wrote it! But this understandable response is exactly why we devote time and attention to people who don’t truly merit the investment. There’s a fine line between effective triage and being an a-%%&%, and many of us are so worried about crossing that line that we don’t even get close.

To triage effectively we need to enhance our ability to manage these concerns and other, related emotions (and “manage” does not mean “suppress”). As USC neuroscientist Antonio Damasio has written (and as everyone’s surely experienced first-hand), emotions can undermine effective decision-making by “creating an overriding bias against objective facts or even by interfering with support mechanisms of decision-making such as working memory.”

And this is exactly what happens to us when the active choice to ignore — the decision at the heart of triage — generates emotions that we fail to fully grasp.

When confronted by overwhelming demands on our time, we may feel anxious, scared, resentful, or even angry, but we’re often not sufficiently aware of or in touch with these emotions to make effective use of them. They flow through us below the level of active consciousness, inexorably guiding our behavior, but in many cases—and particularly when under stress—we fail to recognize their influence and miss opportunities to make the choices that will best meet our needs.

Improved emotion management is a complex undertaking, but there are a number of steps we can take that help:

- Adjust our mental models to reflect emotions’ importance and the role they play in rational thought and decision-making. Our beliefs shape our experience.
- Take better care of ourselves physically. Regular exercise and sufficient sleep demonstrably improve our ability to both perceive and regulate emotion.
- Engage in some form of mindfulness routine. Meditation, journaling and other reflective practices enhance our ability to direct our thoughts, helping us sense emotion more acutely, and provide a new perspective on our experiences, helping us make sense of those emotions.
- Expand our emotional vocabulary—literally. Having a wider range of words to describe what we’re feeling not only helps us communicate better with others, but also helps us to more accurately understand ourselves. The ultimate goal is to expand our comfort with discomfort—to be able to acknowledge the difficult emotions generated by the need to triage so that we can face our endless to-do list, our overflowing Inbox, and the line of people clamoring for our attention and, kindly but firmly, say “No.”



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Orlando
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**June 13-16
2016
DALLAS**

Hilton Anatole

2014-15 SCHEDULE FOR ACADEMIC ALL-AMERICA® NOMINATIONS AND SELECTIONS

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

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

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

updated June 16, 2014

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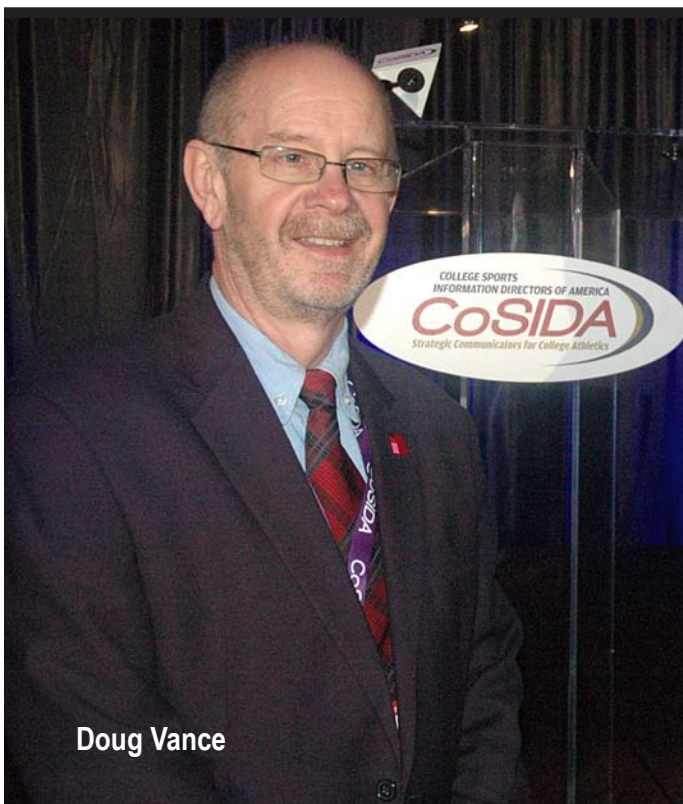


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59th
President
(2014-15)**

*

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