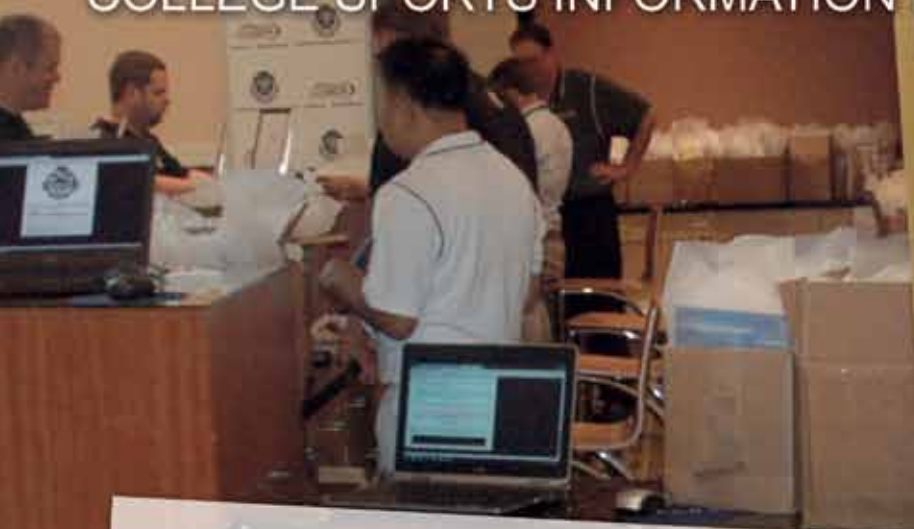


# COSIDA

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA



Welcome to the  
**2014 CoSIDA Convention**

In Conjunction with NACDA  
& Affiliates Convention Week



## CoSIDA CONVENTION ATTENDANCE GRANTS

PROVIDE FINANCIAL HELP TO ATTEND ANNUAL CONVENTION

PROGRAM WILL DOUBLE IN SIZE TO 20 GRANTS FOR 2015

APPLICATION DEADLINE IS FEB. 27

### OTHER APPROACHING DEADLINES

**JANUARY 17**

Publications Contest First Deadline

**FEBRUARY 1**

Special Awards Nominations

**FEBRUARY 20**

Fred Stabley, Sr., Writing Contest



USAVolleyball.



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JANUARY 2015

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# CoSIDA Convention Attendance Grants

## PROVIDE FINANCIAL HELP TO ATTEND ANNUAL CONVENTION

**Program will double in size to 20 grants for 2015, application deadline is Feb. 27**

**Direct link to online Grant Application: [www.cosida.com/conventiongrant](http://www.cosida.com/conventiongrant)**

By Will Roleson, CoSIDA Director of Internal Operations

JoJo Freeman had long wanted to attend the annual College Sports Information Directors of America's annual convention.

But, at a smaller school that couldn't fund his trip, the Cumberland (Tenn.) University sports information director had always put off going.

That changed in 2014 when Freeman was one of the recipients of the new CoSIDA Convention Attendance Grant, which awarded 10 scholarships in the amount of \$800 each to deserving applicants. With the grant and only less than \$300 of university money, Freeman was able to attend his first CoSIDA Convention, which was held at the Marriott Orlando World Center in conjunction with NACDA and Affiliates Week.

"For a first-time attendee, it was quite an eye-opening experience at the expanse of the convention when taking into account not just CoSIDA, but NACDA, NACMA and all the other professional organizations for collegiate employees," Freeman said. "It's also great to put names and faces with some of the companies we use for services."

Another grant recipient, Rob Knox, had attended several conventions in the past but had just taken a new job last spring as the director of athletic communications at Coppin State University, which had not usually sent staff and not budgeted for the trip for 2014.

"Being able to network across organizations was something that was valuable to my growth as a professional," said Knox. "If it wasn't for the generosity of the CoSIDA grant, I would not have had the chance to speak with athletic directors, marketing personnel and vendors and also re-connect with friends and former colleagues."

The Convention Grant Attendance Program will double in size for 2015 to 20 grants, each worth \$800 apiece. The grant includes a complimentary convention registration, which is a change from 2014, allowing all the grant funds to go toward hotel nights, transportation and per diem. The 2015 convention will be held June 14-17, again at the Marriott Orlando World Center.

"As an organization we should consistently provide opportunities for our members to grow as professionals and the Convention Grant Program is an example of how we can open the door for a member, who may lack funding in the budget, one of those meaningful opportunities to experience the CoSIDA Convention," said Doug Vance, CoSIDA Executive Director. "It's an easy application process and is open to anyone who has the desire to attend but needs funding support to cover expenses."

In addition to general information, applicants must submit a personal letter indicating their interest in attending, why they haven't attended recently and what they hope to learn at the convention, as well as a letter from their supervisor or business manager detailing the school's inability to fund all or a majority of the related travel expenses. Applicants must be paid CoSIDA members for 2014-15 at the active or student level, and previous recipients are not eligible.

The on-line application portal for 2015 grant applications will open on January 5 at [www.cosida.com/conventiongrant](http://www.cosida.com/conventiongrant), with a deadline of February 27. Winners will be notified by March 23.

"The CoSIDA application was perhaps the easiest we've completed," said Matt Higgins, an assistant executive director at the Minnesota Intercollegiate Athletic Conference. "In roughly an hour, myself and my supervisor had written the letters of application, and I had submitted them using the convenient on-line form."

As part of receiving a grant, each winner will be recognized at one of the convention awards luncheons and will be asked to help CoSIDA's Convention Operations Committee with on-site registration duties and/or distributing beverage tickets at various social events. Recipients also must provide written reviews of their experience following the convention.

Added Higgins, "I would strongly encourage any SID who has never been to the convention to apply for the CoSIDA Convention Attendance Grant, and I'd guarantee that they'd come away from their first CoSIDA Convention just as energized and enthusiastic as I did."



## 2015 CoSIDA CONVENTION ATTENDANCE GRANT

### APPLICATION TIMELINE:

- Jan. 5 – Application portal opens at [www.cosida.com/conventiongrant](http://www.cosida.com/conventiongrant)
- Feb. 27 – Application deadline
- Mar. 23 – Winners notified
- June 14-17 – CoSIDA Convention at Marriott Orlando World Center

### TO APPLY:

- Complete on-line application
- Submit personal letter of interest (attach as PDF)
- Submit letter from supervisor or business manager with notification of need (attach as PDF)

“CoSIDA is a family, and we understand the challenges that our members face at all levels. It is our role as a board to have a pulse on the needs of our membership. Many members would love the opportunity to attend our conventions but due to financial constraints, they have not had that opportunity. Last year, the opportunity arose. We are very pleased to expand this program to provide more grants to our membership. Everyone who faces financial issues and budget constraints is eligible. We look forward to welcoming this year’s recipients who will benefit from these financial grants. Their student-athletes will benefit as well with the additional training, knowledge and experience that their sports communications professionals will receive from attending the CoSIDA Convention.”

– Eric McDowell, Union (N.Y.) College Assistant Athletic Director & 2014-15 CoSIDA President

# NOMINATE TODAY FOR 2015 CoSIDA SPECIAL AWARDS

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

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

## NOMINATE TODAY CoSIDA Special Award Descriptions

### CoSIDA HALL OF FAME

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

### 25-YEAR AWARD RECIPIENTS

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

### ARCH WARD AWARD RECIPIENTS

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

### WARREN BERG AWARD RECIPIENTS

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

### JAKE WADE AWARD RECIPIENTS

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

### BOB KENWORTHY COMMUNITY SERVICE AWARD RECIPIENTS

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

### LESTER JORDAN AWARD RECIPIENTS

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

### DICK ENBERG AWARD RECIPIENTS

Given annually to a person whose actions and commitment have furthered the meaning and reach of the Academic All-America® Teams Program and/or the student-athlete while promoting the values of education and academics. Voted on by a special committee and Dick Enberg.

### KEITH JACKSON ETERNAL FLAME AWARD RECIPIENTS

Presented to an individual who, or an organization which, has made a lasting contribution to intercollegiate athletics, has demonstrated a long and consistent commitment to excellence and has been a loyal supporter of CoSIDA and its mission. Voted on by the Special Awards Committee. Each year, will be selected only if the Awards Committee deems worthy.

### MARY JO HAVERBECK TRAILBLAZER AWARD RECIPIENTS

Presented annually to an individual who is a pioneer in the field of sports information who has mentored and helped improve the level of ethnic and gender diversity within CoSIDA. In March of 2014, the award was named in honor of the first recipient, the late and former Penn State associate SID Mary Jo Haverbeck. Voted on by the Special Awards Committee.

### BUD NANGLE AWARD RECIPIENTS

Presented annually to an individual outside of CoSIDA or to a member of CoSIDA who shows ethics and integrity under unusual or stressful situations. Voted on by the Special Awards Committee with approval of the CoSIDA Board.

# NOMINATE TODAY FOR 2015 CoSIDA SPECIAL AWARDS

## **RISING STAR AWARD RECIPIENTS**

Presented to a University Division member and a College Division member annually with 10 years of service or less whose work at their institution and service, dedication, energy and enthusiasm to the profession make that individual a “rising star” in sports information. Voted on by the Special Awards Committee.

## **CoSIDA LIFETIME ACHIEVEMENT AWARD RECIPIENTS**

The CoSIDA Lifetime Achievement Award is presented to members who have served at least 25 years in the profession who are retiring or leaving the profession.

## **CoSIDA DISTINGUISHED SERVICE AWARD RECIPIENTS**

Presented in appreciation for endless work and devotion to CoSIDA. Note: this special award is presented by the Board of Directors and is not an award in the general nomination category.

## **BILL ESPOSITO BACKBONE AWARD RECIPIENTS**

Presented to a member who displays sound judgment and unusual courage in guiding their institution through difficult public relations situations. Voted on by the Special Awards Committee. Will be selected only if the Awards Committee deems worthy.

## **COSIDA ACHIEVEMENT AWARD**

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



**NEW  
FOR  
2015**

**CoSIDA  
Achievement  
Award**

**Presented to  
College &  
University Divisions**

# PUBLICATIONS CONTEST

## FIRST SUBMISSIONS DUE JANUARY 17, 2015

### *CoSIDA Membership:*

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

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

### ENTRIES & DEADLINES

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

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

**2014-15 Publications Committee Chair**  
**Tyler Cundith, Johnson County Community College**  
email: [tcundith@jccc.edu](mailto:tcundith@jccc.edu)



# PUBLICATIONS CONTEST

## CONTESTS GENERAL INFORMATION

### DEADLINE:

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

### ENTRY FORMS:

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

### CONTEST TYPES:

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

### DIVISIONS:

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

### HOW TO ENTER

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

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

### DISTRICT BREAKDOWNS

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

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

**DISTRICT 3:** Florida, Georgia, North Carolina, South Carolina and Virginia

**DISTRICT 4:** Michigan, Ohio, Kentucky, Tennessee and Alabama

**DISTRICT 5:** Indiana, Illinois, Wisconsin, Minnesota, Ontario and Manitoba

**DISTRICT 6:** Texas, Oklahoma, New Mexico, Arkansas, Mississippi and Louisiana

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

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

### CONTEST RULES

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

|                          |              |
|--------------------------|--------------|
| 1-3 .... entries .....   | one place    |
| 4-9 .... entries .....   | two places   |
| 10-17 .... entries ..... | three places |
| 18-25 .... entries ..... | four places  |
| 26-35 .... entries ..... | five places  |
| 36-46 .... entries ..... | eight places |
| 47+ .... entries .....   | 10 places    |
- Ties are broken using the score from Judge #1.
- An entry must be submitted according to the division in which that sport actually competes. For instance, if a school is NCAA-I in ice hockey and NCAA-II in all other sports, it must enter its ice hockey in Division A and its other publications in Division B.
- All entries must be mailed to the appropriate contest coordinator. Only the entrant is responsible for assuring the entry is properly submitted.
- THE NUMBER OF NAMES ON THE AWARD CERTIFICATE IS LIMITED TO THREE. Should more than three names appear on the entry form, the certificate will be made out to the first three names listed. No additional certificates will be printed. No artists, companies or university departments other than Sports Information or Athletics will be allowed. Only SID types.
- Best Cover will be awarded in all contests (except posters).
- The SID at the school entering a guide, or the winner on the certificate must be a CoSIDA member to win an award.
- All guides produced solely by advertising agencies, graphic design houses or other companies outside of the athletic department will not be eligible for awards. An SID must have control over the publication.
- Any game program designed by an outside agency (i.e. Pro Sports, etc.) will be disqualified.

### REASONS YOU COULD BE DISQUALIFIED

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

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

# PUBLICATIONS CONTEST

## CONTESTS GENERAL INFORMATION

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

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

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

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

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

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

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

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

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

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

### QUESTIONS?

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

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

# PUBLICATIONS CONTEST COORDINATORS/DEADLINES

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

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

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

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

# PUBLICATIONS CONTEST COORDINATORS MAILING LIST

| <b>Name</b>              | <b>College/University</b>                      | <b>Address</b>                                   | <b>City, State, ZIP</b>    |
|--------------------------|--|--|----------------------------|
| <b>Roy Allen</b>         | Seward County CC                               | POB 1137   | Liberal, KS 67905          |
| <b>Dave Beyer</b>        | McMurry University                             | 1401 Sayles Blvd.                                | Abilene, TX 79605          |
| <b>Hunter Bower</b>      | McNeese State University                       | 700 E. McNeese Street                            | Lake Charles, LA 70609     |
| <b>Gene Cassell</b>      | Washburn University                            | 1700 SW College                                  | Topeka, KS 66621           |
| <b>Tyler Cundith</b>     | Johnson County CC                              | 12345 College Blvd.                              | Overland Park, KS 66210    |
| <b>Blake Freeland</b>    | Oral Roberts University                        | 7777 S. Lewis Ave.                               | Tulsa, OK 74171            |
| <b>Zach Freeman</b>      | Lancaster Bible College                        | 901 Eden Road                                    | Lancaster, PA 17601        |
| <b>Jay Garneau</b>       | Wake Forest University                         | 519 Deacon Blvd.                                 | Winston-Salem, NC 27105    |
| <b>Paul Goldberg</b>     | Univ. of Southern California                   | HER-103, 3501 Watt Way                           | Los Angeles, CA 90089-0602 |
| <b>Chad Grubbs</b>       | Harden-Simmons University                      | Box 16185  | Abilene, TX 79698          |
| <b>Brandon Johnson</b>   | Transylvania University                        | 300 North Broadway                               | Lexington, KY 40508        |
| <b>Candice Kelm</b>      | McLennan Community College                     | 1400 College Drive                               | Waco, TX 76078             |
| <b>Brian Kortz</b>       | Western New Mexico University                  | 1000 W. College Ave.                             | Silver City, NM 88061      |
| <b>Pat Madden</b>        | National Soccer Coaches Association of America | 800 Ann Ave.                                     | Kansas City, KS 66101      |
| <b>Kevin Maloney</b>     | Northwest Mississippi CC                       | 4975 Hwy 51 North                                | Senatobia, MS 38668        |
| <b>Michael Morgan</b>    | Lindenwood University                          | 209 S. Kingshighway                              | St. Charles, MO 63301      |
| <b>Rich Moser</b>        | Eastern Illinois University                    | 600 Lincoln Avenue, Lantz Arena                  | Charleston, IL 61920       |
| <b>Rama Peroo</b>        | Cowley College                                 | 125 S. 2nd, Box 1147                             | Arkansas City, KS 67005    |
| <b>Randy Peterson</b>    | Kansas State University                        | Bramlage Coliseum, Suite 37<br>1800 College Ave. | Manhattan, KS 66052-3355   |
| <b>Kelvin Queliz</b>     | Texas A&M University-Kingsville                | 700 University Blvd., MSC 202                    | Kingsville, TX 78363       |
| <b>Daniel Ruede</b>      | University of Hartford                         | Sports Center, 200 Bloomfield Ave.               | West Hartford, CT 06117    |
| <b>Brandon Scardigli</b> | University of New Orleans                      | The Athletic Center, 6601 Franklin Ave.          | New Orleans, LA 70122      |
| <b>Sammi Sheppard</b>    | California Baptist University                  | 8432 Magnolia Ave.                               | Riverside, CA 92504        |
| <b>Francis Tommasino</b> | Christopher Newport University                 | Freeman Center, 1 University Place               | Newport News, VA 23606     |
| <b>Jared Verner</b>      | Univ. of Colo.-Colorado Springs                | 1420 Austin Bluffs Pkwy.                         | Colorado Springs, CO 80918 |
| <b>Ricky Webster</b>     | Marshalltown CC                                | 3700 S. Center Street                            | Marshalltown, IA 50158     |
| <b>Jeremy Wu</b>         | Univ. of Southern California                   | HER-103, 3501 Watt Way                           | Los Angeles, CA 90089-0601 |

# PUBLICATIONS CONTEST 2014-15 ENTRY FORM

(All information must be TYPED)

Please duplicate as many entry blanks as needed.

All contests require multiple entries.

Attach an entry form to each entry.

## Contest Category:

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

Institution: \_\_\_\_\_

E-mailAddress: \_\_\_\_\_

NationalAffiliation: \_\_\_\_\_

Conference (for entered sport): \_\_\_\_\_

Is this sport an Independent?  Yes  No

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

Names to be placed on award certificate (Limit of three): \*

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

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

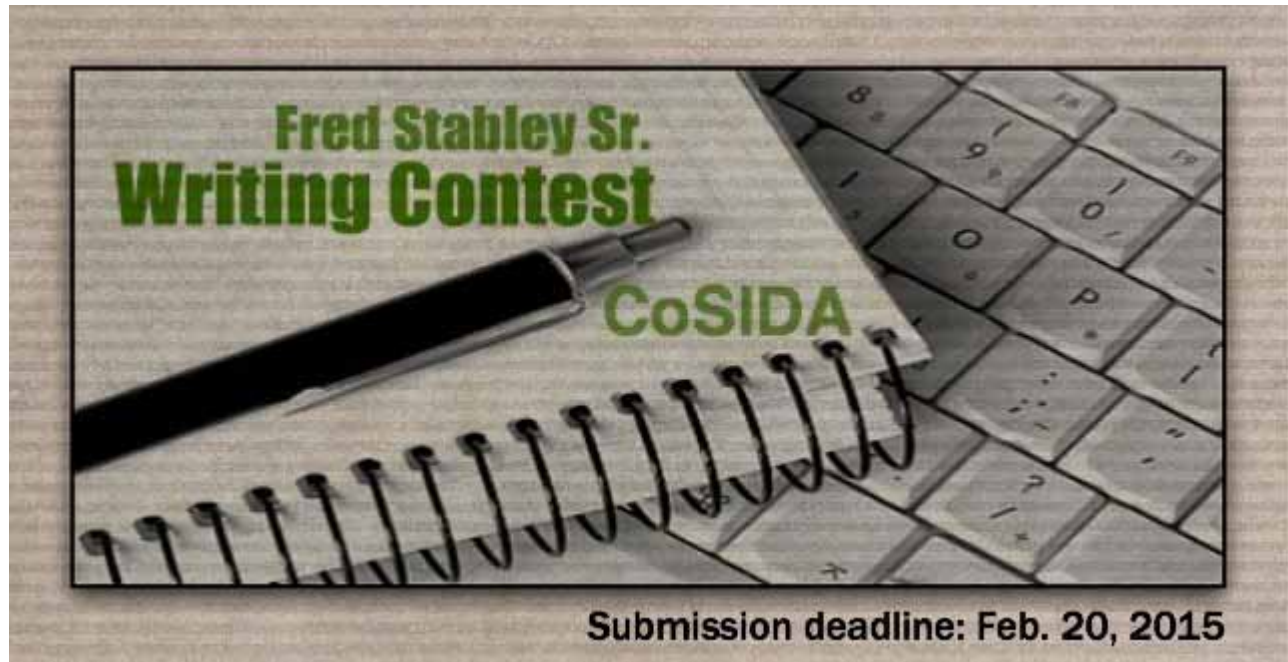
\* **Note:** Please check with your school's personnel before submitting names.  
Certificates will NOT be reprinted, because the institution submitted the wrong names on the entry form.

***Game programs designed by professional agencies will be disqualified.***

## ENTRY CHECKLIST – Have you ...

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

# FRED STABLEY, SR. WRITING CONTEST



The annual CoSIDA Fred Stabley, Sr. Writing Contest is open to all current 2014-15 dues-paying members of CoSIDA. It recognizes excellence in feature writing, historical features, administrator/coach profiles and event coverage writing. Entries will be judged on overall writing style, correct use of English, inventiveness, written presentation and the ease with which the read acquires the information.

All entries are considered to be on a level playing field. Entries are not categorized by budget, athletic competition, division or size of staff. The Contest is comprised of seven categories (see below).

Entries must have been written between January 1, 2014 to December 31, 2014. This year, members can submit only ONE (1) entry per category, not three as in the past.

## **CoSIDA District Breakdown for Writing Contest**

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

**DISTRICT 2** (Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, and West Virginia)

**DISTRICT 3** (Florida, Georgia, North Carolina, South Carolina, and Virginia)

**DISTRICT 4** (Alabama, Kentucky, Michigan, Ohio, and Tennessee)

**DISTRICT 5** (Illinois, Indiana, Minnesota, Wisconsin, Manitoba, and Ontario)

**DISTRICT 6** (Arkansas, Louisiana, Mississippi, New Mexico, Oklahoma, and Texas)

**DISTRICT 7** (Colorado, Iowa, Kansas, Missouri, Montana, Nebraska, North Dakota, South Dakota, Wyoming, Alberta, and Saskatchewan)

**DISTRICT 8** (Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, Washington, British Columbia, and Yukon)

**Submission deadline: February 20, 2015.**

**All nominations are to be submitted ONLINE.**

Please go the link below and submit your features/articles:  
<http://forms.cosida.com/fswcontest.aspx>

Contest changes for 2014-15: There are modifications to the award categories (seven categories) below. The biggest contest change is that only ONE (1) entry will be allowed per category per author.

In our profession, we are called upon to use our writing skills each and every day and we create tremendous stories that captivate our audience. It is a major aspect of our jobs and an aspect that we take very seriously. For all of our hard work to recognize others, we are deserving of recognition for our writing talents.

With that in mind, CoSIDA members are encouraged to submit entries for this year's Stabley Writing Contest.

## • Event Coverage

-- An entry detailing the happenings of a sporting event (game, match, tournament).

## • General Feature

-- An entry detailing a group's achievement or a non-sporting event.

## • Coach/Administrator Profile & Historical Feature

-- An entry detailing the story of a coach or administrator or recalling a historical event.

## • Athlete Profile

--An entry detailing the story of a student-athlete.

## • Blog

-An entry that is produced with personal opinions, activities, and experiences.

## • Season Preview/Recap

-- An entry previewing or recapping a sports team's season.

• **Story With Video** (cannot be from outside of office, send script if one available)

-- An entry that is accompanied by an internally-produced video. Video should help tell the story, but not be the main part of the entry.

We encourage you to submit as many stories as possible. Please note the big change in the Writing Contest is that only ONE (1) entry will be allowed per category per author. Please nominate your best work! If you have any questions, feel free to contact:

Stabley Writing Contest Committee Chair  
Wade Steinlage, William Penn  
Phone: 641-673-1025  
Email: [STEINLAGEW@wmpenn.edu](mailto:STEINLAGEW@wmpenn.edu)

## Entry Policies

All dues-paying members of CoSIDA are encouraged to enter the contest. Non-members of CoSIDA who work in a sports information/media relations capacity (graduate assistants, interns, student assistants and volunteers) are invited to submit stories as long as each entry is sponsored by a dues-paying member of that office.

Entries must come from a campus publicity office, a conference office, or a sports governing body that deals directly with college athletics. The stories must have been generated through the normal daily role of the office.

Entries must be sent in no later than February 20, 2015 (again, members may submit only ONE entry per category per author). Entries must have been written/published between January 1 - December 31, 2014.

Online submissions are available at:

<http://forms.cosida.com/fswcontest.aspx>

Entries must be in prose form. No game notes, fact sheets, etc., may be submitted.

## Judging

All entries will be forwarded to a district representative, who will gather a panel of three judges. The stories will be judged by category only, with the top story in each category at the district level being forwarded to a national panel of judges. District coordinators reserve the right to re-classify an entry if it is not submitted for the proper category.

Judging will be based equally on the following criteria:

- Flow/Organization
- Grammar/Punctuation
- Interesting/Original
- Focus/Clarity of Subject
- Video/Story Correlation (Video Category Only)

## Awards

District judging will begin immediately after the submission deadline and will end in early April. National judging will then commence and is expected to conclude in mid-May. The district and national winners are slated to be announced the first of June (June 1, 2015).

Winners at the district level will be emailed a PDF certificate, while national winners will be mailed a plaque.

Questions? Please contact:

Wade Steinlage, Contest Chair  
William Penn University  
201 Trueblood Avenue  
Oskaloosa, IA 52577  
(641) 673-1025  
[steinlagew@wmpenn.edu](mailto:steinlagew@wmpenn.edu)

or

Tim Brennan, Vice Chair  
Salisbury University  
1101 Camden Ave.  
Salisbury, Md. 21801  
(401) 543-6016  
[tmbrennan@salisbury.edu](mailto:tmbrennan@salisbury.edu)

or

Ira Thor, CoSIDA Board Liaison  
New Jersey City University  
2039 Kennedy Boulevard  
Jersey City, NJ 07305  
(201) 200-3301  
[ithor@njcu.edu](mailto:ithor@njcu.edu)

# FIVE

## Questions . . . With Dan Wilkes

Associate Athletic Director/Communications, Pittsburg State University

by Larry Happel, Central College

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

My career started and has remained at Pittsburg State University for more than 20 years now. I worked as a student in the SID office at Pitt State as a senior in 1993 for the school's first full-time SID, Shawn Ahearn. I discovered the PR path after working as a student journalist for two years. Shawn was a tremendous SID and an even better person. He cut his teeth working for Rich Herman at Clarion. Shawn taught me a great deal about not only the meticulous details of effective PR work but the interpersonal relationship-building realm of the business. Following graduation, I was a couple weeks away from taking the GRE and accepting a G.A. position at Northern Arizona University. At the same time, the assistant SID at PSU – Matt Newbery – accepted the SID position at the MIAA in Kansas City. Shawn offered me the opportunity to stay in Pittsburg full-time and I accepted. Following the next year (1994-95), Shawn took the SID job at Edinboro to get closer to his family in Pittsburgh, Pa. Lightning struck twice in two years, so to speak, and I was offered the SID job at in July, 1995 at age 23. The rest, as they say, is history.



### 2. What's kept you at Pittsburg State for so long?

I think the people of Pittsburg and Pittsburg State University have helped me remain a Gorilla for my entire professional life. As my alma mater, working at PSU has felt less like a job and more like working for family. Former AD and head football coach Chuck Broyles was very family oriented in how he approached work as well as how he related to people. I accepted the SID job in 1995 for an annual salary of \$15,000. I thought I had arrived (ha ha)! Thankfully, 21 years later I am fortunate to say I no longer make \$15,000 but I've never had to ask for a raise along the way. I only share that to illustrate that I've been fortunate to

have supervisors who are committed to their employees. I have had the fortune to work for Broyles for 15-plus years and our current AD Jim Johnson for five years. They have different management styles but both have high expectations for themselves and those individuals they surround themselves with. When the Gorillas captured the 2011 NCAA Division II national championship I tried to write a story in our commemorative championship magazine that explained Gorilla Nation's love affair with Pitt State. These three sentences from that piece sum up why many people like me came to Pittsburg, got a great degree, and never left: *There's something extremely special, yet sometimes hard to fully define at work in Pittsburg, Kansas. It's always been that way. It likely always will.*

### **3. *Aside from the obvious changes in technology, what is different about your job now from when you started?***

I think communications specialists, especially in the college division ranks, finds themselves wearing multiple hats on a weekly basis. Obviously we have primary responsibilities, but at our level adequate staffing to accommodate sport overlap is a challenge. Many college division schools find themselves trying so hard to emulate Division I models that they spread their staff pretty thin. It takes utility players to make it all work. I find myself doing many things that weren't part of the equation back when I started in the business in 1994. I've learned to embrace it.

### **4. *What are the biggest challenges you face in your work?***

This may sound absurd but I believe my biggest challenges are sticking to my roots, so to speak, and not letting technology drive me on a daily basis. I was fortunate to have my SID educational experience shaped by some extremely intelligent and talented peers – Shawn Ahearn (Pitt State), Matt Newbery (Pitt State/MIAA), Bill Turnage (Central Missouri), Larry Cain (Northwest Missouri), George Ellis (North Dakota State), Jeff Hodges (North Alabama), John Kean (Missouri-Rolla / Missouri S&T), Mike Kirk (Central Oklahoma) and I apologetically am omitting numerous others. I need to check my ego at the door and not be afraid to fall back on the values those folks taught me. I'm at my best when I remember who and what got me to where I am today. And the second part of the equation is turning off the smart phone and shutting down email from time to time. We are living in impersonal times. Social media is a powerful tool, and it's great to connect quickly with others through text or email, but we can't forget how to pick up the phone or write a letter. We can learn more than a thing or two from how Kansas State football coach Bill Snyder still hand writes letters to communicate with others. It's genuine and sincere. I've seldom hung up the phone and not understood the message of the person on the other end, but I've read many text message and said, "are they joking or is this serious?" It's often tone deaf. I'm learning to be proud to be over 40 years old and appreciative of the many things I take for granted by being in that age demographic. If I were 25 and starting in the business now, my path forward would be quite different, I expect. That may not be a bad thing, but it would be different, for sure.

### **5. *What's an area of your job that you'd like to spend more time on if you could?***

I would like to spend more time writing. I'm a storyteller, by nature. Most people that know me well warn others not to ask me a question if they're not prepared for a five-minute answer. To me, the jobs we perform are extremely meaningful, but often times very perfunctory. I am most in my element when I can share the intricate stories of our student-athletes and our programs, but in my experience, keeping up with the weekly press releases, game notes, event management, etc., commands the bulk of my time. That said, I still very much like what I do on a daily basis.



# Tribute to former Nebraska SID DON "THE FOX" BRYANT



Former CoSIDA President and distinguished Hall of Famer Don "The Fox" Bryant served more than 34 years at the University of Nebraska, retiring as associate director of athletics on July 31, 1997 although he continued to work on special projects.

A graduate of Nebraska, He served as president of CoSIDA and was inducted into the CoSIDA Hall of Fame in 1975.

In 1981, he received the Arch Ward Memorial Award for outstanding service to the sports information profession.

Bryant was a member of the 1980, 1984 and 1988 U.S. Winter Olympic Teams, serving as media liaison at Lake Placid, Sarajevo and Calgary.

He also spent 20 years as a member of the NCAA Media Services Staff at the Final Four basketball tournaments.

Inducted into the Nebraska Journalism Hall of Fame, Bryant also was the recipient of the 1997 Clarence Swanson Memorial Award from the Nebraska Chapter of the National Football Foundation and Hall of Fame.

Other 1997 honors included the NU Journalism Alumni Award of Excellence for Outstanding News-Editorial Service, the Lifetime Award from the Nebraska Sports Writers and Sportscasters Association and the Charles J. Mancuso Sports Service Award from the Omaha Sportscasters Association.

In lieu of flowers, memorials are suggested to the University of Nebraska College of Journalism to establish a scholarship in Bryant's name, Christ United Methodist Church or the Lincoln Municipal Band. The family welcomes condolences, stories and recollections of Bryant be left at [www.bmlfh.com](http://www.bmlfh.com).

by Randy York, [www.huskers.com](http://www.huskers.com)

On a historic Saturday for college football, two prominent members of the first-ever College Football Playoff (CFP) Committee paused, reflected and shared their warm thoughts about Don Bryant. Nebraska's legendary Sports Information Director and Assistant Athletic Director died on Friday night, December 5 at Bryan LGH-East of congestive heart failure.

College Football Playoff Executive Director Bill Hancock and College Football Hall-of-Fame Coach Tom Osborne, a charter member of the CFP committee, expressed their condolences for Bryant, a.k.a. Fox, the following day. He was 85.

"For three weeks in 1987, I was Fox's roommate when we were on the staff at the Pan American Games in Indianapolis," Hancock recalled. "We discussed great books, music and science. Fox was a renaissance man. He helped countless young people through the years – reporters, budding SIDs (sports information directors), television people and players. I loved the man."

Osborne visited Bryant before flying to Texas, where the 12-member committee is meeting in Grapevine to finalize voting for Sunday's inaugural announcement of the four FBS playoff qualifiers.

"Don was pretty much comatose when I was there, but I talked to Pedie (Don's wife of 63 years) and Bill (Fox's son, who owns the Hickman (Neb.) Voice newspaper)," Osborne said. "I'm really sorry to lose Don. He's a good friend and was a great sports information director. He was probably

as well connected with athletic communications people as anybody in the country. He was very well known and very well liked by everyone. I want to send my sympathy to his family and congratulate him on a life well lived. Don made a great contribution to University of Nebraska Athletics.”

### **Johnny Rodgers Calls Fox Devaney’s Right-Hand Man**

Johnny Rodgers, Nebraska’s first Heisman Trophy winner, was in Houston attending a special event and wanted to share his fond memories. “Fox has to be one of the best media people in the business,” Rodgers said. “He was Bob Devaney’s right-hand man, along with Coach Osborne. Everybody liked Fox. He was just a nice guy and very professional. He had friends all over the country. He played an important role in the reputation we had. He was a primary force who knew how to get the right information into the right hands of the right people.

I would not have won a Heisman without his influence and leadership. Coach Devaney had a lot of legends around him – Coach (Jim) Ross, Coach Osborne, Coach (Monte) Kiffin and Coach (Cletus) Fischer, and Fox was one of the leaders. He was top-of-the-line in his profession. He was a great representative for the University. He was an important part of the Game of the Century. He outlined the facts that made that game against Oklahoma what it was and still is. Our 1971 team is still considered the best in the history of college football, and here we are, 43 years later. Fox was a huge part of the impact we had.”

Just ask Oklahoma coaching legend Barry Switzer. “When I think of Nebraska, the first people I think of are Bob Devaney and Don “Fox” Bryant,” Switzer said. “Bob and Fox are some of the best people I’ve ever met, and because of their leadership, Nebraska fans are what they are today. Win or lose, Fox always came to see me after the game in our locker room. Fox was a good friend and a class man. Bob and Fox were my kind of people.”

Fox had worldwide communications appeal. His media responsibilities at three Olympic events are testament to that, and his reputation begs for a nationally prominent perspective, so we reached out to Malcolm Moran, who covered Nebraska’s glory years writing for *The New York Times*.

“I always called Don ‘Mr. Fox,’ except for one time, after he lost weight, and I think I called him Skinny Fox,” said Moran, who is now the director of the National Sports Journalism Center and a faculty member in the Department of Journalism and Public Relations, IUPUI, in Indianapolis. “The best thing about Mr. Fox was the collection of memorable moments, whether they happened to be happy for Nebraska or unflattering. I parachuted into Lincoln often enough to observe both, and report on them all, and Don always seemed to understand that was just part of the job.

“When I was with *The New York Times*, there were probably occasions when he read things in the paper that he would rather not see. But that never seemed to get in the way of his willingness to provide the type of insight that would help a reporter from hundreds of miles away understand what was happening on his campus,” Moran said. “For me, he came to represent an era I was very lucky to become a part of, a time when sports information directors provided counsel for reporters and columnists. Not for the sake of making excuses for the athletes and coaches he represented, but for the chance to explain their lives to our audience. Some of my most memorable moments in the business had to do with writing about the Huskers, and Mr. Fox had a hand in all of it. And he always made it fun. One night, he made sure to place me at a dinner table next to Bob Devaney, and I will never forget him for that.”

### **Fox Championed Wonderful, Unique Opportunities**

Chris Anderson, Nebraska’s Associate Athletic Director for Community Relations, worked for Fox and appreciated the example he set and the mentoring he provided. “Fox influenced hundreds of student assistants and provided wonderful and unique opportunities for both men and women,” she said. “He was so well liked and so highly respected by everyone. He taught us all to operate with integrity and to be truthful and respectful to all student-athletes, coaches, opponents, media and fans. He expected us to work hard but also recommended mixing in a little bit of fun with the work. He’s a legend in athletic media relations, a wonderful mentor and asked all of us to give our full attention to those we served. We will all miss Fox.”

Tim Allen, senior associate commissioner of the Big 12 Conference, captured the essence of one of Bryant’s greatest strengths when he said: “From a business standpoint it was once said that Fox could get more done with one phone call than most SIDs could accomplish with a week’s worth of work.”

Tom Simons, a.k.a. “Mini Fox”, remembers watching Fox do precisely what Allen said. “Listening to him on the phone was the best education I ever had,” Simons said. “If you establish a reputation for honesty and integrity, you don’t have to do a lot of extra work to get people to listen to you.”

A January 1970 interview for a job as a student assistant in Fox’s office seems like yesterday to Mini Fox. “Fox put me at ease immediately and took me under his wing,” he recalled. “My work with wrestling became a full-time job that summer. It was an unbelievable experience, especially for a kid from Sparks, Neb. I got to work with the 1971 national champion football team and Johnny Rodgers’ run to the Heisman Trophy the next year.”

Fox and Mini Fox became a productive tag team, perhaps because of their differences, even though they were of similar size and shape. Fox was not a nuts-and-bolts SID, although he thoroughly understood the need for careful attention to detail. Mini Fox was and still is a nuts-and-bolts guy, and despite his youth, he picked up quickly on big picture thinking.

Cheryl Cook, secretary for sports information at the time, was the one who coined the “Mini Fox” name. To this day, some still delete half the name and simply refer to Simons as “Mini” and that’s just fine with him. “Don was like a second father to me,” he said. “He was the rock that I leaned on for 45 years – my entire adult life. I can’t describe how much I will miss him.”

**Hancock: There Will Never Be another Fox**

Hancock knows how his close friend “Mini” feels.

“Fox had a heart of gold,” he said. “He influenced many people, including me, and thousands of friends all over the country. There will never be another Fox.”

Those who knew Fox well would agree. He was a good man, a true patriot, a proud Marine, a loving husband, a caring father/grandfather and a faithful member of the Methodist church choir for five-plus decades with his wife, Pedie.

“I’ve gone from singing to lip-syncing, but I still wear the robe and walk down the aisle,” Fox told me with his characteristic wink after a Sunday service a few years ago. I laughed, and he laughed, too, ending the conversation with his famous, extended, ultra-dramatic thumb-up gesture...a thumb, I might add, that was half the size it once was.

Bill Hancock is right. There will never be another Fox.

May Don “The Fox” Bryant rest in eternal peace.

**Reflections on “The Fox”**

“Don Bryant was someone who had a big influence on me and, of course, many others. I remember many funny stories he told and I also remember the kindness he bestowed on me. He nominated me for the CoSIDA Board of Directors many years ago and paved the way for a very special experience....which continues today. I looked up to him throughout my years at KU. He was certainly one of the giants of our profession and a hero to many. He’s in a better place and that place is better because he’s there.”

**- Doug Vance, CoSIDA Executive Director**

“Don Bryant was truly one of the giants of our industry. There are stars in sports who are recognized by just one name. Babe. Magic. And in our business, Fox. Although Mr. Bryant has left us, his impact remains today with the numerous sports communications professionals whom he taught and guided and developed in their careers. As these people teach and guide and develop the CoSIDA members of tomorrow, Mr. Bryant’s legacy will live on forever in our profession. Our thoughts and prayers are with his beloved wife Pedie and their sons, Bill and Jeff and their family.”

**- Eric McDowell, Union College (N.Y.)/CoSIDA President**

“For those of us who got our start in the Midwest, Don Bryant was the standard bearer. We looked to Mr. Bryant as the leader on how to do things the right way in our profession and he was always available when we needed advice on a situation. He will be missed.”

**- Judy Willson, The Mountain West Conference/ CoSIDA Second Vice President**

“I have so many fond memories of Don Bryant. I came from the “small time”, and yet Fox treated me like just one of the guys. I spent many hours at his side and listened to how it should be done right. As CoSIDA’s treasurer, I had the privilege of working with him when he was president of the group, and he was such a wonderful professional. Although my wife and I haven’t seen Fox and Pedie in years, we always thought of them around convention time. They were a wonderful couple. I can say that this is a sad day for all of us connected to the profession, but it also makes us happy to think of the many memories of good times with The Fox.”

**- Dave Wohlhueter, CoSIDA retired treasurer and CoSIDA Hall of Famer**

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recognition for the convention  
and 2014-15 academic year***

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# MIKE TREPS

## Former Oklahoma SID and broadcaster, Passes



Former University of Oklahoma broadcaster and publicist Mike Treps has passed away at the age of 81.

Treps retired in 1998 after 27 years as director of media information, sports information director and assistant athletic director at OU.

The 1956 Oklahoma graduate also spent many years as one of the voices of Sooner football on their radio broadcasts, delivering the most famous call in Sooner history in 1975, when Joe Washington's remarkable 71-yard touchdown run against Missouri on Nov. 15, 1975, lifted the Sooners to a 28-27 victory. Treps yelling, "Run, Joe, run!" has become part of Sooner lore.

"On behalf of everyone associated with Oklahoma Athletics, we extend our heartfelt condolences to the family of Mike Treps," OU athletic director Joe Castiglione said in a release. "Mike poured his heart and soul into the Sooners for many years in a number of roles. A proud OU graduate, Mike served his alma mater working in the OU Athletics department as director of sports information after beginning his tenure at OU working as the university's director of media information.

"Mike will be fondly remembered by Oklahoma fans for spending 24 seasons as a member of the OU Football radio broadcast team and the voice of Oklahoma Baseball for 17 years. His lasting contributions to Oklahoma Athletics will always be appreciated by Sooners everywhere."

Treps began his career at OU in 1972 as the director of media information. He joined OU Athletics in 1972 as director of media information.

Treps was on the radio broadcast team for four different OU national championship teams — three in football (1974, 1975 and 1985) and one in baseball (1994).

An area of the press box at L. Dale Mitchell Park was dedicated in his honor in 2003 and is known as the Mike Treps Media Room.

"Baseball is my favorite sport because it's not in a hurry, there's no clock," Treps told *The Oklahoman* in 2007. "You can take your time watching it. You can decipher it. You can cut it to pieces. You can inspect it. You can have fun with it, whereas in football and basketball, as much as I love those sports, it's hurry, hurry, hurry. You've got a clock to beat and there's really no time to visit."

Treps told *The Oklahoman* in 2010 that calling the College World Series was very meaningful for him.

"That was a great thrill, because I've been broadcasting for so many years and baseball being my favorite sport and to win a national championship like that, it's the most exciting moment I ever had," Treps said.

Treps worked as an OU football analyst with both John Brooks and the late Bob Barry Sr.

"I just can't say enough things about Mike Treps," Barry said when Treps retired from OU. "If you can endure long enough, people feel like they've come to know you. The longer you're associated with a school, especially if they're winning, they love you."



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Dear CoSIDA Member:

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

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

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

### Below is how the Haier Achievement Award program will work:

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



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

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

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

If you have any questions about the Haier Achievement Award, please contact us at [@pspsports.com](mailto:@pspsports.com).

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

Sincerely,

Doug Vance,  
Executive Director, CoSIDA

John Homlish,  
Sr. VP Marketing, Haier America

**In November and December 2014, the first two Haier Award recipients were announced, with North Carolina State University tennis standout Elisha Hande earning the honor in November and University of Kansas football senior cornerback JaCorey Shepherd gaining the honor in December.**



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# CoSIDA “Volunteer 15” program launches

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

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

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

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

**CoSIDA has set up a special email address - [volunteer@cosida.com](mailto:volunteer@cosida.com) - for members to use throughout the Volunteer 15 program.**

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

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

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

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

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

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

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

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

**If you have questions about the Volunteer 15 program please email Atkinson at [sam.atkinson@gallaudet.edu](mailto:sam.atkinson@gallaudet.edu).**

**All completed CoSIDA Volunteer 15 forms should be emailed to [volunteer@cosida.com](mailto:volunteer@cosida.com).**



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In November, CoSIDA has partnered with Chris Syme from the CKSyme Media Group and Kristi Dosh, Esq., of Reputation Ink on this “Social Media Best Practices In College Athletics Survey.” This survey was exclusive to CoSIDA members. All participants received a link to a free video on social media training for coaches and student-athletes.

Find parts one and two of the survey analysis and take-aways on the following pages.

The survey takeaways will be used in future continuing education webinars and presentations to CoSIDA members so they can better understand the data and assist them in professional development opportunities.

Syme is a former college athletic communications professional whose strategic communications agency works closely with intercollegiate athletic organizations. In conjunction with CoSIDA staff, Syme coordinated and produced the 2012 CoSIDA social media education survey while she chaired the CoSIDA New Media/Technology Committee. Dosh, Vice President of Reputation Ink, is an attorney, sports business analyst and published author and noted journalist (Forbes, ESPN.com). A year ago, she published a book on the business of college football, Saturday Millionaires.

Both are in-demand for speaking engagements at colleges and universities throughout the U.S. on topics ranging from sports marketing to social media, crisis communications and professional development.



Chris SYME



Kristi DOSH, Esq.

The survey results also will be published in Syme and Dosh’s upcoming e-book on social media best practices and engagement.

# CoSIDA Social Media Survey Results & Analysis: Part I

By Chris Syme and Kristi Dosh

Social media is no longer the new kid on the block. For many athletic departments, it permeates every operation of the department from internal communications to tickets to game operations to communications to public relations, marketing, and recruiting.

As social media often falls under the umbrella of athletics communicators, traditional sports information directors find themselves more integrated into the marketing and promotion operations of their department. As you will see by the results of this survey, the traditional job description of the athletics communicator is changing. A whopping 87% of respondents reported having social media marketing and promotion duties in their departments.

In this first of two articles, we'll examine the responses to the survey questions. In the second we will look at best practices from the data.



## Demographics:

The largest group of respondents (29%) came from NCAA Division III schools. They were followed by DII (18%), BCS (14.5%), FCS (14%), NAIA (10%), and non-BCS FBS schools (7.6%). Conference offices, two-year institutions, and CIS schools made up six percent of the group. Almost half of the group listed their job title as Sports Information Director while Assistant SID made up 21% of the respondents. Associate or Assistant Athletic Directors made up 32% of the group while Social Media Directors and Website or Video Directors were around two percent each.

Among BCS respondents, 44% were SIDs while 22% were Associate Athletic Directors. In DIII and NAIA, 65% reported Sports Information Director as their title and four percent were Associate Athletic Directors.

## Survey Highlights

The purpose of the survey was to gather benchmark data on the following: duties of CoSIDA members as they relate to social media marketing and promotion, how social media is used in crisis and public relations, social media policies, and department use and lines of responsibility. The survey was sponsored by CKSyme Media Group and Reputation Ink.

## Social Media Use

How many social media channels are athletic departments using?

The largest percentage maintains four official channels. This number does not include individual sports programs or other specialty accounts such as tickets or mascot. Twitter was the most used channel followed closely by Facebook, YouTube or Vimeo, and Instagram, all above 80%. The next two most used channels were Pinterest and Snapchat, each below 15%.

Only 11% of those official channels have a single admin, while 37% have four to six admins on the account. Only one percent of respondents indicated they did not know if their official accounts had multiple admins.

Some interesting answers emerged when respondents were asked to rate the importance to the department of each channel they used. While 31% rated Facebook as the most important channel, 65% rated Twitter as their most important social media channel. Instagram was rated number one by only one percent. The image-only channel was rated third or fourth in importance by respondents who use the channel. When asked which channel respondents desired the most help with, Instagram topped the list at 46%. Twitter, YouTube, and Snapchat followed.

When asked which office was primarily responsible for managing social media within the department, 75% answered communications. The marketing office accounted for only four percent of the primary management duties, and almost 15% reported a joint management effort between the two offices.

The last question in this section asked how many offices use students or interns to manage or post to department social media accounts. The results were almost evenly split: 51% said yes while 49% said no.

**Policies and Procedures**

In the 2012 CoSIDA membership survey on the state of crisis communications in athletic departments, less than 40% of schools reported having a department policy that regulated the use of social media. In 2014, that number has risen to only 43%. The majority of athletic departments still do not have a social media use policy. When asked if departments required registration of official social media accounts or training to use social media responsibly on behalf of the department, the answers revealed little progress from the 2012 numbers:

**Question**

Require registration or training of social media accounts under department umbrella:

| <b>2012</b> | <b>2014</b>   |
|-------------|---|
| 15% - yes   | 20% require dept. accounts to be registered<br>15.5% require training |

**Question**

Neither training or registration are required:

| <b>2012</b> | <b>2014</b> |
|-------------|-------------|
| 85%         | 56%         |

Require both:

| <b>2012</b> | <b>2014</b> |
|-------------|-------------|
| --          | 7.5%        |

**Social Media Strategy**

Only 64% of respondents said they have goals or strategy for using social media. Those that said yes were asked what goals were included in that strategy. Respondents could choose as many as applied.



**Crisis Management and Public Relations**

In 2012, just over half of college athletic departments had crisis communications policies, according to the CoSIDA membership survey. In 2014, that number has barely risen to almost 57%. In 2012, 48% of respondents had a policy for dealing with negative comments on social media channels. Now the number is 65%.

Only 31% of responding schools require social media training for student-athletes. In a 2013 CoSIDA survey, that number was 44%. Today, over 80% of schools that do train student-athletes are handling that training internally, and only 16% outsource their social media training. Of those schools that seek outside training agencies, the majority are DII, DIII, and NAIA schools.

In the next article, (p.34) we'll examine the takeaways from the survey data and take a look at some of the best social media campaigns and biggest flops as reported by the survey respondents.

## 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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# CoSIDA Social Media Survey Results & Analysis: Part 2 The State of Social Media in College Athletics

By *Chris Syme and Kristi Dosh*

College athletics departments are struggling to manage and leverage the department's social media presence as part of day-to-day business operations, according to the results of the 2014 CoSIDA Social Media Best Practices Survey.

After analyzing the data reported in the first of this two-part series, several key points of emphasis emerged. Schools should examine the role of social media beyond the traditional communications/marketing function and seek ways to use social to increase the department's bottom line in every operation from ticket sales to donor engagement to reputation building.

## Social Media Policies and Procedures

The foundation of social media in the department rests on policies that reflect the department mission, are easily understood and implemented, define lines of responsibility, encourage innovation, and promote accountability to the brand. Over half of respondents (56%) indicated their department does not have a social media policy for those who manage or maintain athletic department and team social media accounts. Also a concern was that only 23% require social media training for users who represent the department on social media.

Here are some compelling reasons why you need policies in place:

- Nearly half of respondents (48%) reported allowing interns or students to post directly to department and team social media accounts. We are not advocating this be prohibited. However they are more likely to have a shorter tenure in your department, which means it will take longer for them to emulate your department's collective voice and understand your messaging and branding. A minimal amount of training can diffuse this risk.
- There are no people more passionate than college sports fans. It's not uncommon for that passion to turn into negativity directed toward department or team social media accounts. Does your department respond to negative comments? Here are some tips on putting together a social media response system.

- An astounding 27% of respondents say passwords are never changed on department and team social media accounts. Only two percent indicated passwords are changed at scheduled intervals, with the rest doing so on an as-needed basis. Think about how many people have left your department and moved on to another job in the recent past. For those of you not changing your passwords, these people all still have access to your accounts.

## Social Media Management Systems

A large majority of survey respondents maintain at least four department social media accounts. A small percentage have only one administrator while 37% have four to six administrators on a given account. Even though the largest percentage of managers reside in athletics communications, many reported that social media is a collaboration between marketing and communications.

The question of social media success isn't how many social media channels a school maintains. Those that only use two were just as likely to lack management systems and strategy as those that used six or more.

Cloud applications such as Sprout Social, Buffer, Tweet Deck, and Hootsuite require a minimal investment and help social media teams manage administrative responsibilities. Larger enterprise-level systems by Radian 6, Meltwater Buzz, Mention, Trackur, and others can integrate social media into business practices across the board. At the very minimum, social media management systems should be used to track (monitor) brand conversations and coordinate posts to social media accounts. Monitoring is essential for keeping track of real-time opportunities that can build or break a reputation.

## Social Media Strategy

We get it – social media platforms continue to pop up, and you're just trying to keep up. However, we were surprised to find nearly 36% of respondents reported their department has no strategy or goals for social media. Of those 36%, here is how they use social media strategically. Since effective social media posts could look very different depending on whether you're attempting to increase ticket sales, engage with fans or attract recruits, it's imperative the department define some goals as a collective.

If you lack a cohesive department marketing strategy, start there. The best social media will not fix a lack of strategic planning across all your business operations. Your social media managers should know how to write measurable goals that propel the department's mission forward. They should also understand how to plan, execute, and measure a successful short-term campaign, and put together effective real-time initiatives that enrich the fan experience.

### **Establish Registration For All Department Social Media Accounts**

At a minimum, we suggest every department develop a system for registering social media accounts associated with the athletic department. This can be done with a simple database that tracks logins and passwords for all branded accounts. This allows you to develop a consistent message about social media use as well as access accounts for emergency purposes. It does not, however, mean that one social media manager should necessarily control the content for all the accounts. It is basically a way to keep track of all the channels that represent the department.

We also recommend training for anyone who will have access to accounts associated with the athletic department. Depending on the size and capacity of your department, this training could be anything from a handout to a video to bringing in an outside consultant.

### **Crisis and Public Relations**

An issue can become a crisis without the proper social media response (see Policies and Procedures above). The number of departments with crisis policies that include social media is only 57%, up only five percent in the last two years. Even though the number of reported negative social media issues continues to rise, few departments are taking the necessary steps to deal with them, much less prevent them. If you do have a full-blown crisis on your hands, we suggest that you set up a monitoring system specifically for that issue. Oftentimes, because of the workload associated with a crisis, it is best to bring in outside help to monitor conversations, sentiment, and volume of social media interaction in a crisis.

One of the biggest deterrents to a communications crisis is training. Departments that train student-athletes and staff to use social media responsibly have a lower incidence of crisis than those that do not. Departments that make reputation a priority also have fewer crises. Altimeter reported that as many as 76% of crises could be averted by social media readiness.

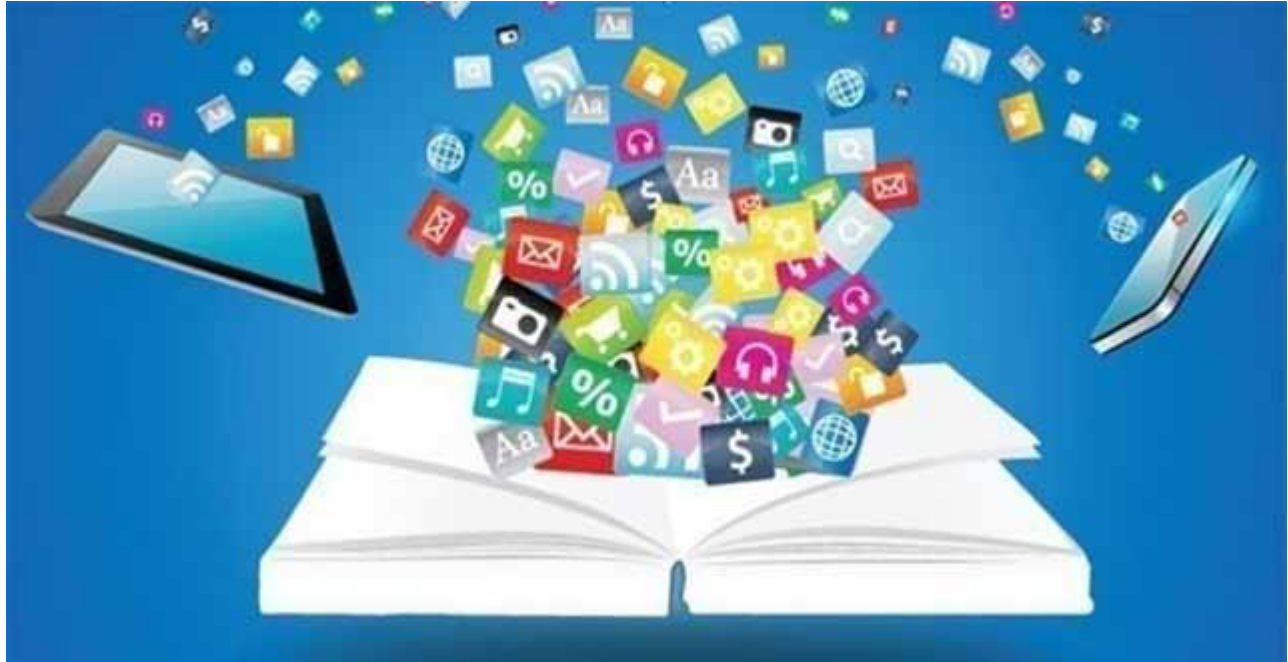
Reputation Ink and CKSyme Media Group plan to expand all this information and more in an upcoming eBook in 2015 on the strategic use of social media in college athletics.



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# 15 Ideas to Consider in Social Media and Sports for 2015



by Jessica Smith via [www.socialnsport.com](http://www.socialnsport.com)

It's time to tackle social media trends for the year ahead. This isn't meant to be a forecast of what's to come per say, but a list to get you thinking about what you want to do in the New Year. I realize everyone's goals and objectives are different, but hopefully there is something here that will align with what you want to accomplish. Without further ado, here are 15 things I would like to see in social media and sports in 2015:

## No. 1- A personal approach to fans.

@USSoccer dominated on Twitter during this year's World Cup. From a huge influencer program to stellar content, they rocked it. One of my favorite initiatives from @USSoccer was the personalized, digital jerseys (and yes we've seen many others follow suit since then):



I love the idea of creating personal experiences for fans because it's a great way to "thank" them. I do realize the sports industry is fortunate: For the most part, you don't have to beg and plea for people to pay attention. Even then, teams shouldn't neglect fans. There will be highs and lows with teams. Social is a great opportunity to foster dedicated fans that don't stray even when the team isn't winning.

A personal approach to fans doesn't have to mean personal content either. There are many initiatives where teams can surprise and delight fans through a personal touch:

- Tweet a coffee to a dedicated social fan on a cold day.
- Give someone a seat upgrade "just because" you saw them tweet from the game
- Have a player write a handwritten note to a "super fan" and then tweet a picture of it to the fan
- Personal photograph souvenir by turning a fan photo into a branded piece of content.

The bottom line is this: In 2015, let your fans know you appreciate them through your online interactions. If you do, you'll encourage them to spread your team's love even more.

### No. 2- Maximization of Facebook.

Facebook gets a lot of flack it does not deserve. Despite all the gloom and doom, it's still the king of social media platforms. Facebook has a 90%+ reach across all ages 18 – 64. That's pretty impressive. Facebook is still the place to play if you want to reach the largest audience,

Instead of whining about changes and falling organic reach, look in the mirror and ask if you are making the most of Facebook. Are you sharing quality content? Are you playing to pay in a strategic way? Are you leveraging the targeting options? If you want success on the platform, then you need to be able to say "yes" to all these questions. Make sure you leverage Facebook for all it has to offer in 2015.

### No. 3- Interactive video.

We all know the importance of video by now. YouTube reaches more US adults ages 18 – 34 than any cable network. It's time teams and leagues maximize their engaged audience on YouTube by leveraging annotations (clickable overlays) or an interactive video platform (choose your own path video). Doing so can help increase engagement, subscribers and make fans take action.

An example of this is from Nike: They used YouTube annotations for their LeBron video this year to drive consumers to a poster:



The simple action of clicking to download a poster is something that translates really well to teams, leagues and others in the sports industry looking to share game schedule posters, title / championship posters, TV schedules, etc. What's the best part? YouTube allows you to add annotations to videos for free. It's time to take advantage of them.

### No. 4- Campaigns each season.

I would love to see teams and leagues think of each season as a new brand campaign. What is your team's story this year? What can you rally your fans around?

Take a step back before each season begins and plan a "campaign". Focus on the team's story that season, the look and feel of your graphics, the rallying points (hashtags, phrases, etc.), content series, etc. There's power in thinking about each season as a campaign because it differentiates content year after year, builds anticipation / story lines and gives focus to the content.

An example of this is South Carolina's "Here" campaign:



**No. 5- Convergence of the physical and digital worlds.**

Teams looking to enhance the gameday experience need to give a hard look at experiential marketing. In its simplest form, experiential marketing helps to bring a brand to life in the physical space (i.e. the team) through a memorable experience. A great example of this is the Red Sox vending machine where fans tweeted for tickets:



Another play in bridging the gap between social and the physical world is repurposing social media content for in-venue. Below is a great example from the Hawks where they displayed Instagram photos on the court:



*Photo courtesy of @34billy42.*

Focus on bridging the gap between the social and digital world in 2015.

**No. 6- A brand voice all your own.**

One of the trends I wanted to see in 2014 was more personality from teams and leagues. And yes, we saw a lot more personality in social media + sports, but a lot of what I we saw was snark. It seems that there's a misperception that brand personality means you have to be snarky. That's not the case.

Brand voice is hard to define. I get it. But here's a clue that you've nailed it: If the social media manager leaves today, and the rest of the team wants the tone and language to stay the same, then you've found your voice. The entire organization (top down) should buy into brand voice, especially snark. Your social media accounts reflect your brand across the board.

In 2015, I would like to see teams take a step back and actually think about what brand voice means. Find your own and know that you don't always have to resort to gimmicks.

**No. 7- Content series.**

This year we saw the start of a new trend: Designing a look and feel for certain moments. Think end of quarter score updates, tip-off information, big milestones, post-game presser quotes, etc. I like this trend: Not every photo needs intensive labor, but if you have several areas where strong visuals make sense, it helps the content to stand out from all the noise. I hope we continue to see much more of this in 2015. Sharp and consistent content like the series below will help your content stand out:



## No. 8- Content for each platform (with mobile in mind too).

There are two parts to this thought. First, it's time to create (or at least tweak) content for each platform. Stop hitting fans with the same content across all platforms over and over and over again. Take the time to differentiate from platform to platform, keep in mind the audience, how consumers use the platform and what tends to resonate. Even if you want to share a photo after a win, consider sharing different ones across each platform. I'm sure you have more than one great shot to share after a big win. Why not use them all? In 2015, we need to think about our content strategy and how we can create or tweak content for each platform.

Second, it's time to design with mobile in mind. Facebook now has 1.35B monthly active users, 864M daily active users and 703M mobile daily active users. Time spent on mobile surpassed TV this year for the first time. Mobile is big. Design with it in mind.

## No. 9- Quality video.

Video content is huge these days. To get good traction though, teams need to do it the right way. In 2015, it's time to throw out the boring talking heads and the idea that you have to churn out video content daily. Focus on creating quality video instead. I want to see more thoughtful and personal storylines, quality production and content that taps into emotion. Even in this fast-paced world, it's worth taking the time to do video content right.

## No. 10- Less FOMO.

Bryan Srabian said it best in the lessons learned in 2014 post: Let "My Way" be your mantra. In 2015, I want to see less fear of missing out. You don't have to jump on every new platform, tweet every game action and hijack the holiday conversations.

You can't do it all and that's okay. Let's stop fearing the chance we might miss one fleeting moment. Instead, focus on generating smart, funny, emotional, great and compelling content — that's on brand— 365 days a year. Let's stop fearing that we'll be last to the party if we don't jump on the latest platform. Instead, let's take the time to understand the why behind what we are doing. In 2015, stop fearing that we might miss out and focus on accomplishing the goals ahead.

## No. 11- A content-first approach.

Repeat after me: Your role expands far beyond the platforms. Content is king, so a good social media strategy starts with a content strategy. Platforms may come and go, but the need to communicate and tell a story online is here to stay.

In 2015, start thinking about all the ways you can keep content fresh and interesting. It's not all about text, photos and videos. The opportunities with content are endless, from photo essays to Twitter quizzes (like this example below):



Start thinking about all the types of content you can create to tell a more cohesive story. And, if you feel like you're in a content rut, then this guide can get you started.

## No. 12- Data to focus on what matters.

The sports world doesn't struggle with content. I would argue that it has the opposite problem: There's too much content to work with. In 2015, I would love to see the philosophy that less is more. This will allow you to focus on quality. You have x number of games a year. You don't have to capture every little moment at every one. Instead, focus on making the big splashes.

Data can help you focus on what matters. Let it guide you:

Bucket your content into topics (like play by play, behind-the-scenes, etc.) to see what type of content resonates most. Put your energy in the topics that resonate with your fans.

Look closer at the trends: When does your content engagement peak and when does it start to fall off? Do people seem to lose interest after so many tweets?

Pay attention to sentiment.

### No. 13- Off-the-field stories.

There are so many powerful and inspiring stories in sports. From the players to the fans, compelling storylines are all around. I want to see more teams and leagues focus on the stories in 2015. People connect with the off-the-field moments even more than the game scores. Emotion in sports is the common thread that ties everyone together. Focus on weaving the emotion and the stories into your content strategy.

### No. 14- Podcasts.

I have to give a hat tip to both @jasonmbryant and @kfreberg for suggesting this one. As we all know, the podcast Serial has brought serious attention to the medium again. But what's the audience like for them?

Edison Research noted that podcasts claimed 1.7% of Americans' overall audio listening, well behind radio, which holds a whopping 52%. People that do listen to podcasts, however, tend to spend more than a quarter of their audio time with the medium. Put another way, podcast listeners might be a small group, but they are fervent consumers. – Mashable

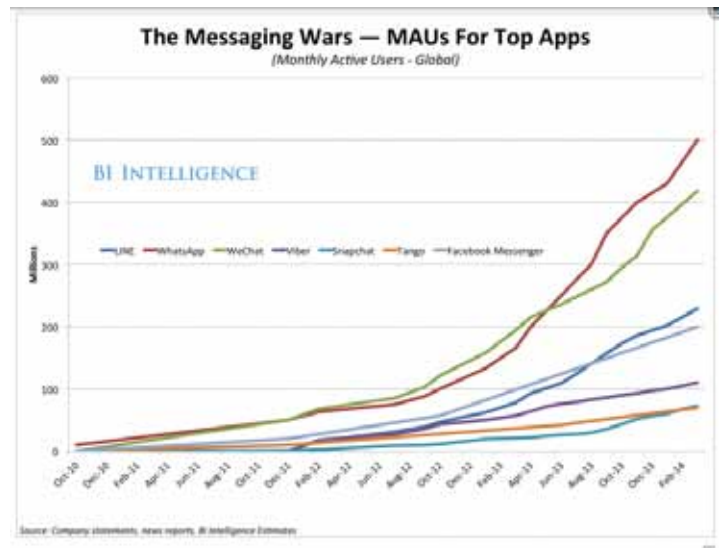
Considering sports fans are a passionate group, there's an opportunity to attract a bigger audience. And, there's something about audio that forces you to focus on the heart of the matter: Powerful storytelling. A podcast can engross an audience more than any other platform because requires keen attention to paint a picture.

There are a lot of options for podcast series for sports. Some examples include:

- A day in the life series, chronicling the players and people behind your team.
- A journey down memory lane, featuring interviews of past players and personnel recounting the history of the team, league, etc.
- Team through the fan's eyes, tapping into the emotional connection that fans have with their teams, personal moments that meant so much, how sports bring people together, etc.

I think the key is having a fantastic host and compelling stories to follow throughout the year. If you are looking to mix things up a bit, this could be a really fun play in 2015.

No. 15- Messaging apps.  
With the rise of messaging apps, from WhatsApp to Snapchat, they need to be on your radar. You don't have to launch a presence on them today, but take the time to understand these platforms and start thinking about how your team and league can capitalize on them.



I like that these platforms have such a personal feel to them. If someone is interacting with your team there, then there's a very good chance they have a strong affinity to it. The platforms provide a great avenue to foster more deep and personal connections. Bottom line, if they aren't on your radar now, they need to be heading into 2015.

**UPCOMING CONVENTIONS**  
**at NACDA & Affiliates**  
**Convention Week**

- 2015 - Orlando
- 2016 - Dallas
- 2017 - Orlando
- 2018 - Washington, D.C.
- 2019 - Orlando
- 2020 - TBA
- 2021 - Orlando
- 2022 - TBA

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

**ORLANDO**



**June 14-17, 2015  
ORLANDO MARRIOTT WORLD CENTER RESORT**



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

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# NOMINATE TODAY 2015 CoSIDA SPECIAL AWARDS

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

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

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



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**ESPN**

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

| Program  | M/W Soccer  | Football  | Volleyball  | M/W Basketball  | Baseball/<br>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  |
| <b>Nomination Deadline</b>                               | <b>6 p.m. ET<br/>Tues. Oct. 14</b>  | <b>6 p.m. ET<br/>Tues. Oct. 21</b>  | <b>6 p.m. ET<br/>Tues. Oct. 21</b>  | <b>6 p.m. ET<br/>Tues. Jan. 20</b>  | <b>6 p.m. ET<br/>Tues. April 21</b>   | <b>6 p.m. ET<br/>Tues. April 28</b>   | <b>6 p.m. ET<br/>Tues. May 12</b>   |
| DCs Finalize Ballots                                     | Fri. Oct. 17  | Fri. Oct. 24  | Fri. Oct. 24  | Fri. Jan. 23  | Fri. April 24   | Fri. May 1  | Thurs. May 14   |
| <b>District Voting Deadline</b>                          | <b>6 p.m. ET<br/>Tues. Oct. 28</b>  | <b>6 p.m. ET<br/>Tues. Nov. 4</b>   | <b>6 p.m. ET<br/>Tues. Nov. 4</b>   | <b>6 p.m. ET<br/>Tues. Feb. 3</b>   | <b>6 p.m. ET<br/>Tues. May 5</b>  | <b>6 p.m. ET<br/>Tues. May 12</b>   | <b>6 p.m. ET<br/>Thurs. May 21</b>  |
| 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<br>Mon. Nov. 3  | noon ET<br>Mon. Nov. 10   | noon ET<br>Mon. Nov. 10   | noon ET<br>Mon. Feb. 9  | noon ET<br>Mon. May 11  | noon ET<br>Mon. May 18  | noon ET<br>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                          | <b>6 p.m. ET<br/>Tues. Nov. 11</b>  | <b>6 p.m. ET<br/>Tues. Nov. 18</b>  | <b>6 p.m. ET<br/>Tues. Nov. 18</b>  | <b>6 p.m. ET<br/>Tues. Feb. 17</b>  | <b>6 p.m. ET<br/>Tues. May 19</b>   | <b>6 p.m. ET<br/>Tues. May 26</b>   | <b>6 p.m. ET<br/>Tues. June 9</b>   |
| 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)               | <b>noon ET</b><br>Th. Nov. 20 (C)<br>F. Nov. 21 (3)<br>M. Nov. 24 (2)<br>T. Nov. 25 (1) | <b>noon ET</b><br>M. Dec. 1 (C)<br>T. Dec. 2 (3)<br>W. Dec. 3 (2)<br>Th. Dec. 4 (1) | <b>noon ET</b><br>M. Dec. 8 (C)<br>T. Dec. 9 (3)<br>W. Dec. 10 (2)<br>Th. Dec. 11 (1) | <b>noon ET</b><br>M. Feb. 23 (C)<br>T. Feb. 24 (3)<br>W. Feb. 25 (2)<br>Th. Feb. 26 (1) | <b>noon ET</b><br>SB BA<br>T. 5/26 (C) M. 6/1<br>W. 5/27 (3) T. 6/2<br>Th. 5/28(2)W. 6/3<br>F. 5/29 (1) Th. 6/4 | <b>noon ET</b><br>M. June 8 (C)<br>T. June 9 (3)<br>W. June 10 (2)<br>Th. June 11 (1) | <b>noon ET</b><br>M. June 22 (C)<br>T. June 23 (3)<br>W. June 24 (2)<br>Th. June 25 (1) |

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

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

updated June 16, 2014



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Thanks to SIDs at all levels  
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and the emerging sport  
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