

FEBRUARY 2015 E-DIGEST

# CoSIDA

*goes to Washington*



LEADERSHIP GROUP MEETS AT NCAA CONVENTION

## ALSO INSIDE:

- Writing Contest Deadline February 20
- Maximizing Your Academic All-America® Nominations
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# CoSIDA goes to Washington



2015 NCAA CONVENTION

JANUARY 15-18 • WASHINGTON, D.C. AREA

# A LOOK BACK: CoSIDA at the 2015 NCAA Convention

by Barb Kowal, CoSIDA Director of External Affairs

Mid-January, CoSIDA officers and staff members joined CoSIDA divisional leaders from the NCAA Division I, II, III and NAIA ranks for our annual gathering at the NCAA Convention. In Washington, D.C., from Jan. 13-16, we gathered with hundreds of colleagues (athletic administrators, coaches) and student-athletes at a convention which saw some historic votes, including a new governance structure for Division I, and a strengthening of the student-athlete voice in governance and committee decision-making processes.

In addition to meeting with NCAA leaders, conference commissioner groups and attending convention sessions and meetings, CoSIDA conducted a significant amount of mid-year business and convention planning.

Our most important reason to gather at the NCAA Convention however is to take advantage

of the unique opportunity to visit face-to-face and network with colleagues in intercollegiate athletics. For that reason, our volunteer officers and divisional delegates work hard to adjust their campus and conference duties to attend.

“Our visit to the 2015 NCAA Convention was rewarding in so many ways,” noted CoSIDA President Eric McDowell (Union {N.Y.} Assistant AD/Sports Information). “This year, we were guests with dozens of conferences, presenting to presidents and athletic directors to provide them with updates on our initiatives and service to their student-athletes and sports communication professionals. With CoSIDA officers, staff and divisional leadership, we use this mid-year opportunity to discuss a variety of issues and plans that we then take to our full board.”

*continued on page 8*



NCAA President Dr. Mark Emmert (above center) took time from his busy 2015 NCAA Convention schedule to meet with CoSIDA's leadership group.

“Without question, one of the most meaningful opportunities for CoSIDA to be an effective advocate is having a seat at the table during the NCAA Convention,” stated Doug Vance, CoSIDA Executive Director. “CoSIDA was highly visible during the convention, meeting with NCAA President Mark Emmert, with leaders representing both Division II and Division III, with conference commissioners and athletic administrators during more than 20 conference meetings, and with the national student-athlete SAAC groups.”

Along with McDowell and Vance representing our organization and your interests in D.C. were officers Judy Willson (first vice president, Mountain West Conference), Andy Seeley (second vice president, UCF), Rob Carolla (third vice president, Big 12 Conference) and Jeff Hodges (secretary, North Alabama); divisional presidents John Kean (Missouri Science & Technology; Division 2) and Ira Thor (Jersey City University, board member from Division 3) and Cindy Potter (Columbia [Mo.], NAIA). Also attending were Mark Fleming (Moravian), Chair of the CoSIDA College Division Management Advisory Committee from Division 3, along with CoSIDA staff members Barb Kowal, Will Roleson and Laurie Bollig.

The CoSIDA contingent kicked off the visit to the nation’s capital by hosting an evening reception for local CoSIDA members and Capital One Academic All-America Hall of Famers. Guests included Tom McMillen, a Capital One Academic All-America honoree and former NBA star and U.S. Congressman, along with CoSIDA members from Navy, American, Catholic University and Gallaudet. Accepting an invitation to the social from McDowell was special guest Congressman Paul Tonko, the long-time U.S. Representative of New York’s 20th Congressional District.

Tonko and his staff arranged a private visit and tour of the nation’s Capitol for the CoSIDA leadership group. That morning tour took place Wednesday before the bulk of the meetings, session and networking opportunities took place back at the NCAA Convention.

“I wish to express my gratitude to Congressman Paul D. Tonko. We appreciate him joining us with our reception for local Academic All-America Hall of Famers and area SIDs, as well as hosting us at his office with a staff tour of the U.S. Capitol,” McDowell stated. “It meant so much to me personally, for him to grace us with his presence and to welcome us to Washington.”

For the second year in a row, we had a personal meeting with NCAA President Mark Emmert who reviewed the changing landscape in collegiate sports and emphasized the key importance that communications professionals play in branding and

messaging for the NCAA and member institutions and conferences. He emphasized the role that CoSIDA members play in “telling our stories” at this important juncture in NCAA history due to the magnitude of recent changes in college sports governance and public awareness.

“For NCAA President Emmert to take the time to visit with our contingent, especially considering the demanding schedule for him during the week, is truly a statement of respect for our CoSIDA membership and our profession,” noted McDowell.

Emmert’s conversation with CoSIDA mirrored the themes of his state-of-the-association convention keynote address a day later. Emmert remarked that the challenge remains in how the public understands college sports, and it is our challenge to help them move beyond focusing on the two sports on national TV which constitute just three percent of the total of NCAA athletes – FBS football and men’s basketball.

“That’s how the world sees it (college sports) – it sees the sliver of the 3 percent of student-athletes playing FBS football and men’s basketball,” Emmert stated in his keynote. “If you look at it from the perspective of the 97 percent – the vast majority – you see other issues and other concerns and other challenges. For us, as we make decisions, as you collectively – and each of your governing bodies – make decisions, we need to make sure that the success of the 3 percent doesn’t come at the cost of the 97 percent.”

We had many great conversations with other NCAA leaders.

Our friends from NCAA Division III, vice-president Dan Dutcher and director Louise McCleary, talked about their initiatives, D3 communications and branding, and plans for a second annual Division III Day at this June’s CoSIDA Convention, building on the success of last year’s inaugural D3 programming day. In a visit with Division II associate director Josh Looney and NCAA intern Nafessa Connolly, a former volleyball student-athlete and national SAAC representative, we discussed the future rollout of messaging and branding opportunities for D2 as it had just voted on its new brand moniker – “Make it Yours” – to replace “I Chose Division II.”

Erik Christianson, NCAA managing director of external affairs and a long-time friend of CoSIDA, continued President Emmert’s discussion. He highlighted the effect that the last year of changes to NCAA.org, social media strategies and NCAA Champion Magazine has enhanced the NCAA’s communications with the membership, media and public, and talked about new strategies and directions to boost membership engagement.

We visited with NACDA Executive Director Bob Vecchione and spoke about our new contract with NACDA, collaborative programming for the 2015 June Convention, and future convention sites. Additionally, President McDowell and selected members of the CoSIDA group met with the three national Student-Athlete Advisory Committees (D1, D2, D3) and the role that SIDs and CoSIDA play to foster the positive student-athlete image and “tell our stories.” We also spoke to former ECAC-SIDA president and CoSIDA member Kevin Beattie (RPI) about the ECAC-SIDA and CoSIDA partnership, networking and convention programming.

In addition to holding CoSIDA meetings to cover a myriad of business and convention issues, members of our contingent attended Division II and Division III issues forums; attended a crisis communications/social media panel where former CoSIDA presidents Justin Doherty (Wisconsin) and Charles Bloom (South Carolina) were among the presenters; met with the Big 12 Faculty Athletic Representatives group; and McDowell and Vance were interviewed for the web-based “Why D3 Show.” The #WhyD3 Show is supported by Division III and is hosted by Dave McHugh, broadcast director for the D3Sports.com network of websites that helps produce the show.

Some also attended a reception hosted by our friends from NACWAA and a reception hosted by the national compliance directors group, NAAC, where we discussed future Convention programming and networking ideas with their leaders.

To cap off the meetings, CoSIDA met with over 20 conference groups, comprised of commissioners and athletic directors, during our stay. Several conference commissioners met one-on-one with CoSIDA, including Joe Walsh (Great Northeast Athletic Conference) and Mike Matthews (California Collegiate Athletic Association).

We sent delegations to the AD meetings of the following groups and conference to talk about three key issues (the Capital One Academic All-America program, the upcoming Convention, and our year-round continuing education programming): D2 Conference Commissioner’s meeting; Western Collegiate Hockey Association; and the Northeastern Athletic, Landmark, Colonial States, Iowa Intercollegiate, Southern California Intercollegiate, USA South Atlantic, Midwest, Michigan Intercollegiate Athletics, SUNYAC, Great Lakes Valley, North Atlantic and Great Midwest.

“We were able to present a clear and concise message and have direct discussions about issues related to our profession, our members, our organization and the future,” Vance said. “It serves as one of the most productive advocacy opportunities we have available as an organization and we take full advantage of it.”



*Congressman Paul Tonko (front row center), the U.S. Representative for New York’s 20th congressional district, not only joined CoSIDA’s leadership for a reception (below) on the group’s first night in Washington, D.C., but also arranged for a tour of the U.S. House of Representatives. That tour included a group photo in Tonko’s office (left) and a photo opportunity in the Capitol Rotunda (page 6).*



# GETTING DOWN TO BUSINESS



CoSIDA's leadership group met at the NCAA Convention over the course of four days.



NCAA President Dr. Mark Emmert, above with CoSIDA President Eric McDowell (left) and First Vice President Judy Willson (right) ,met with CoSIDA's leadership group for a second straight year and discussed a variety of topics.



Among the numerous guests to meet with CoSIDA's leadership group at the NCAA Convention (clockwise from above) were, from Division III, vice-president Dan Dutcher and director Louise McCleary, NCAA Managing Director of External Affairs Erik Christianson, NCAA intern Nafeesa Connolly and Associate Director of Division II Josh Looney, NACDA Executive Director Bob Vecchione and ECAC Past-President Kevin Beattie.



# 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 opened 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 an enthusiastic as I did."



## 2015 CoSIDA CONVENTION ATTENDANCE GRANT

### APPLICATION TIMELINE:

- Jan. 5 – Application portal opened 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

# PUBLICATIONS CONTEST

## SUBMISSIONS DUE MARCH 30, 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 **MONDAY, March 30, 2015** collection deadline for 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
Winter At-Large Media Guides <i>(Field Hockey, Wrestling, Gymnastics, Ice Hockey, Swim and Dive)</i>	Zach Freeman	March 30	June 1
Multi-Sport Media Guides	Paul Goldberg	March 30	June 1
Baseball Media Guides	Blake Freeland	March 30	June 1
Single-Sport Media Guides	Pat Madden	March 30	June 1
Conference Media Guides	Gene Cassell	March 30	June 1
^ College Posters	Candice Kelm	March 30	June 1
Special Events	Tyler Cundith	March 30	June 1
Single-Sport Programs	Francis Tommasino	March 30	June 1
Softball Media Guides	Roy Allen	March 30	June 1
Winter, Spring Posters University	Brandon Scardigli	March 30	June 1
Spring At-Large Media Guides <i>(Golf, Tennis, Track and Lacrosse)</i>	Dave Beyer	March 30	June 1
Postseason Media Guides	Chad Grubbs	March 30	June 1

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

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

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

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# 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 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)*

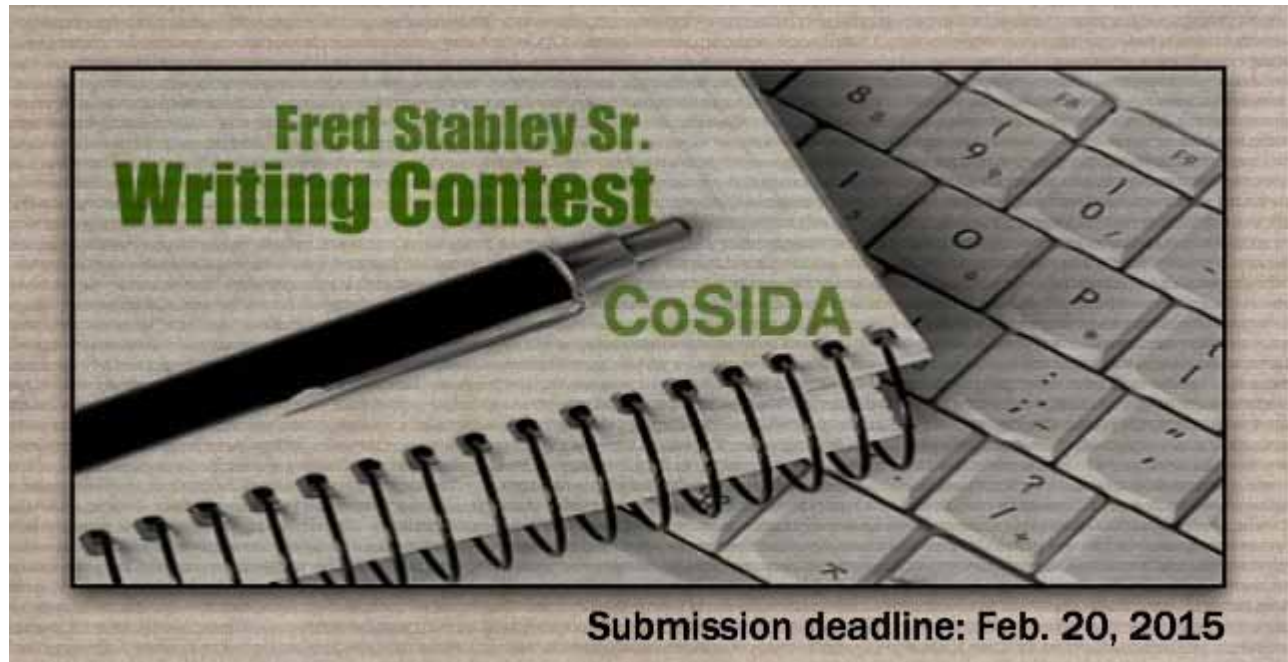
\* **Note:** Please check with your school's personnel before submitting names. Certificates will NOT be reprinted, because the institution submitted the wrong names on the entry form.

***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 reader 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 Mike Mahoney

*Director of Athletic Communications, University of Pennsylvania*

by Larry Happel, Central College

**1.** *Talk about your career path. Where have you been, who are the people who have influenced you and what concerns do you have about the future of the profession?*

My first work-study job at Dartmouth was in the dining hall. I hated it. One of our good family friends was the women's ice hockey coach at the time, and my sophomore year he asked me to join the program as a student manager. I traveled with the team, covered home games, etc. and really enjoyed it. At the end of that term, he introduced me to Kathy Slattery, the longtime SID, and I changed my work study to join her office. I've never looked back. Influences? I worked with Chuck Yrigoyen at the Ivy League office immediately out of college, he was great and I still keep in touch with him. After my Ivy internship, I went back and spent six years at Dartmouth under Kathy, which was the best training you could get—I still use her words of wisdom with my staff today. She passed away in tragic fashion several years ago, and I think if you talked to anyone in our field who knew her you would know she is missed. I also was lucky enough to work six years at Northwestern; Brad Hurlbut hired me there, and then Mike Wolf took over when Brad was promoted within the department. I learned a lot from both of them, too. I've been lucky to work at three great institutions with so many incredible people, I've just tried to pass it on!



Like many of the old-school people out there—and I've only recently realized that I'm now one of them—I worry about the lack of personal interaction like phone calls and in-person opportunities. When I was at Dartmouth, we had SID meetings every year in the Ivy League. Since I've been at Penn, our meetings are much more sporadic. Email, text and Twitter provide easy outs instead of picking up the phone and calling, and I'm as guilty of that as anyone. I guess my other concern is the increased workload—we are lucky at Penn to have a progressive AD who has allowed us to hire for video needs, especially. But I see some of my brethren around our league and our area, and they are being asked to do so much that we've never been asked to do. There has to be a breaking point.

**2.** *You've worked numerous major championship events, which bring big demands and quick turnarounds while navigating an already crowded to-do list. What is the key to handling such events successfully and what advice would you offer to others who face those challenges?*

Keep an even keel. You're going to have ups and downs during the course of any event. How you handle them is the biggest thing. Don't be afraid to ask for help, there are always people in our profession who are going to step up and help you make your event the best it can be. Also, be well-prepared and communicate. Take the time to meet with your own staff as well as your volunteers so that they know exactly who's doing what and where they can go if

they have questions. Finally, try to keep things upbeat. The championship events are the best part of the job! It's fun! Keep it fun!

My first year at Penn, we hosted the men's lacrosse championships at Lincoln Financial Field. The NCAA rep that year was new to the event, but I knew her from my days at Northwestern which helped us in the lead-up. About 10 minutes before the opening faceoff, I grabbed her from her spot in the stadium, made her walk with me out to the field, and so we were right on the sideline at midfield when the opening faceoff got the weekend started. The crowd was excited, of course, and I told her, "Look around at this day and this crowd. This is why we do this."

**3. You've won nine CoSIDA writing awards. In an increasingly 140-character-limited world, do you think writing skills in athletics communications are undervalued?**

Every year at Christmas, I give everyone on my staff a copy of "The Best American Sports Writing" for that year. So yes, I still consider writing to be a necessary skill. I grew up near Boston and devoured the Boston Globe sports pages during its heyday with Gammons, Ryan, Montville, McDonough, etc. I think there are still plenty of great writers in our profession, but I think the idea of presentation has changed. I can tell you that, at Penn, we discuss all the time whether or not the true recap or preview is still the way to go, because the world is different. These days we have numbers and analytics that tell us what people are reading or watching on our website, and that plays a role in how we disseminate our information. I'm happy to see the long-form style of writing making a comeback, thanks to things like Grantland and Sports Illustrated, but I also realize that a nine-paragraph recap of a gymnastics meet may not be the best avenue to hold the interest of the average Penn fan (or future Penn fans). All that said, after a big event—especially a win, obviously—I still love the challenge of trying to write to the level of what I just saw, and I get that same satisfaction when I feel like I've captured the story in an entertaining fashion.

**4. You also serve as president of PhillySIDA. What is the purpose of that organization and what benefits do you see from it?**

As much as anything, PhillySIDA is a way for all the SIDs in the Philadelphia area to keep in touch with each other. There are so many schools in the area, more than 30. I took over for Temple's Larry Dougherty a few years ago when he moved to the CoSIDA board, and I've just tried to make it something that everyone is invested in and proud to be a part of. We do a "First Monday" meeting each month during the school year, which really is nothing more than a social occasion (dinner, drinks), but I enjoy the conversations and I think some of our younger SIDs come

away with some nice lessons (and some great stories). We also try to do stuff once or twice in the summer, like a minor-league baseball game, to get people out and together. I also oversee our Academic All-Area program, which we run in conjunction with the Philadelphia Inquirer, but it wouldn't run without all the help I get—the SIDs are all involved as sport coordinators and in the nominating and voting processes. This year, for the first time, we had our Overall Performers of the Year recognized at the annual Philadelphia Sports Writers Association banquet, so I think we can continue to grow that program. PhillySIDA fosters a real camaraderie, and it also serves a practical use: everyone uses the listserv when they need help covering their games, when they want to get the word out about jobs, that sort of stuff. Honestly, I think PhillySIDA is something that other cities should be envious of and try to replicate.

**5. Aside from trophies and titles, what have been the most memorable and/or rewarding moments in your career?**

During my time at Northwestern, I worked with the women's lacrosse program. That program didn't exist when I got there, so I was there for the announcement of the program and the hiring of our coach (Kelly Amonte Hiller). I was able to travel with the team for every trip those first few years because they had such a small roster they had room for me. My final year there, the women who were the program's original recruits won the school's first NCAA title since 1941 as seniors. It was an incredible four-year journey, and I continue to be so grateful for the role I got to have in telling that story. I am still in contact with almost all of that senior class, and still consider Kelly a great friend.

I grew up in a basketball family—my Dad was a longtime high school coach, I played in high school, and I've enjoyed working with basketball at Dartmouth (women), Northwestern (men) and Penn (men). A number of years ago, I decided to make it my goal to hit a 3-pointer at each end of the court in as many historic basketball venues as possible. This profession has allowed me the opportunity not just to visit so many of these places that I otherwise would have only seen on TV, but to actually get on the floor and fulfill this bucket list item. It is an awesome thing that still excites me, even all these years later. (Our coaches here at Penn have my wish list, so they know which schools to try and get on the schedule!)

# BUTLER'S JIM MCGRATH SET TO RETIRE



Photo by Erin Marsh

**By Kyle Beery, Sports Editor  
The Butler Collegian**

To the average outsider, Butler University is most closely identified by former basketball coach Brad Stevens and his glasses, underdog basketball teams playing too late into March and sweater-wearing bulldogs in arenas they shouldn't be in.

According to the commercials, Butler is impact, family, and home, a small liberal arts college in a Midwestern city.

But to those who know him, nothing says Butler like the name Jim McGrath.

McGrath has been a sports information director at Butler since 1981.

That is when former Athletic Director Bill Sylvester hired McGrath as the first full-time SID the school ever had.

McGrath served as a sports information director at his alma mater, Augustana College in Rock Island, Illinois, for 10 years before taking the job at Butler.

McGrath plans to retire at the end of this school year, capping off a 34-year career as the man in charge of setting up media interviews for Butler sports teams, coordinating daily operations, and being a man that so many call a great person, colleague and friend.

McGrath said he and the rest of the staff have not had any talks about a replacement for his position, and they will not make any decisions until closer to the end of the school year. He also said that decision will be left up to Athletic Director Barry Collier.

Many people who know McGrath have thought about who he is and what he means to the university, as his time on campus draws to a close.

Professional. Loyal. Integrity.

"These three words sum him up," Ken LaRose, associate athletic director, said. "These are three key words for anyone that knows him."

LaRose, who graduated from Butler the year before McGrath was hired, returned to Butler as a football coach in 1984 before leaving in 2001 and returning to a new position in 2013. He said he kept in touch with McGrath while he was away from Butler, and has become even better friends with him over the past two years in his new post at the university.

LaRose compared McGrath to another Butler legend.

"He's almost like Tony Hinkle," LaRose said. "When (Hinkle) left, it took four people to replace him."

## **SELFLESS**

McGrath has been named to three different hall of fames — the Butler Sports Hall of Fame, The College Sports Information Directors of America Hall of Fame and Augustana's Hall of Fame.

He said he is proud of and grateful for the honor, but he is the kind of person that would rather share the fame.

"I have always kind of felt my job is to shine the spotlight, not be in it," McGrath said.

Butler Basketball Radio Network analyst and 2012

Butler graduate Mark Minner said he quickly learned how special McGrath was when he first became involved on campus.

"From the first year I went to Butler to now, I have had a relationship with Jim, and the thing that's amazing to me, is that I've never met someone so uniformly like Jim McGrath," Minner said. "You can't pay someone to say a bad word about Jim McGrath."

Minner said something he learned from McGrath and something he will keep in mind as he continues his broadcasting career is how to give people respect.

"From day one as a student to me being the broadcaster now for the team, Jim treated me with the same level of respect," Minner said. "And that is pretty rare, and that stuck with me."

"Whether I was a freshman in college asking to have a sit-down interview with Brad Stevens, or now in that full-time play-by-play job, I always felt like Jim treated me the same way."

## **A MAN OF MANY STORIES**

Anyone who knows him will tell you that McGrath is the type of person that could talk someone's ear off. He has all sorts of stories to tell. From rambling on about people and athletes long gone from the Butler Bubble and their personal stories, to Butler's run to back-to-back NCAA National Championship Games in 2010 and 2011, to the daily beat in the sports world.

Aside from the Final Four runs, McGrath said his personal favorite story during his 34 years at Butler is a pretty personal one.

His son Chad pitched on the Butler baseball team and in 1998 baseball coach Steve Farley had 13 pitchers on his staff when he realized that the NCAA record for most pitchers used in a single game was 12.

Of course, Farley wasn't going to let the opportunity pass to break a record. And who was the final pitcher to make an appearance and officially break the record? None other than Chad McGrath, picking up the save.

## **BUTLER WEIGHS IN**

Members from within the Butler community have nothing but good words to say about McGrath.

Former Butler men's basketball coach and current Marian University head coach Todd Lickliter said in an emailed statement McGrath "epitomizes the 'Butler way.'"

"His work is of the highest quality and along with his humble servant oriented approach, set a standard of excellence for all of us that had the great pleasure of calling Jim our colleague. His contributions to Butler University are immeasurable and we are all the better for having worked alongside Jim."

But it is not just the older generation that sends praise in McGrath's direction. Junior guard Kellen Dunham said he loves getting to work with McGrath on a daily basis.

"It's great because he kind of organizes everything, makes sure that we're not talking to people we shouldn't,"

Dunham said. "He's always pointing us in the right direction, and he does a great job kind of taking on the whole media side, it almost seems like sometimes by himself."

"He's a great role model in the way that he carries himself. Always a great attitude and a positive person to talk to."

Senior guard Alex Barlow said McGrath treats all the student-athletes well.

"He's great at what he does," Barlow said. "He's always very easy to get a hold of if you need to ask him something. He's always willing to work with you, when it comes to media if you have a conflict, he's always trying to help you out, and he's just a great guy."

## THE MCGRATH NAME PRESERVED AT BUTLER BOWL

As he is a busy man on a daily basis, McGrath said he became agitated one day in December when he was practically forced into moving a budget meeting to a time that conflicted with his schedule. Further, the meeting was moved to the press box at the Butler Bowl, which he said really got on his nerves.

Little did he know, he was just about to receive a great honor – the Champions Room in the press box was named after him.

"I open the door, and who is the first face I see? Brad Stevens, and I looked, and my whole family was there," McGrath said. "And I said, 'this is not any kind of a budget meeting I've ever been to. They got me good on that one.'"

McGrath is proud of the honor, but as he so often does, he stepped out of the spotlight to let it shine on someone else. The room was named not just in his honor, but the plaque also bears his wife's name.

"Needless to say, that was emotional," he said. "What a great thing that Butler did."

His wife Judy has helped him out over the years, especially early on in his career, and he said he is honored that Butler recognized her as well.

"I could not have done this job for a year without her, and certainly not for 34 years," McGrath said. "She's been so involved in everything that I've done, and for somebody to recognize what a big part she's been in my career, that was really, really tremendous."

McGrath said he and his wife intend to catch up on all the traveling they've missed out on over the past 34 years.



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



# Maximizing Your Academic All-America® Nominations

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

When Lester Jordan selected the first Academic All-America® football team in 1952, little did he know the impact he would have on generations of student-athletes to come.

The growth of CoSIDA's signature program over the last six-plus decades has afforded recognition to young men and women at all levels of play for their hard work and commitment in competition, in the classroom and in their communities. The generous support of Capital One and the NCAA has doubled those visibility opportunities over the past five years, as thousands of student-athletes in NCAA, NAIA, CIS and two-year institutions have been honored with a title that can never be taken away from them.

How far has the program come over the last 60-plus years? See for yourself...

The Capital One Academic All-America® Program, as selected by CoSIDA, provides recognition to student-athletes at both the district and the national levels in 12 sport programs: men's & women's soccer, football, volleyball, men's & women's basketball, baseball, softball, men's & women's cross country/track & field and both a men's & women's at-large program. At-Large sports are women's bowling, women's crew/rowing, men's & women's fencing, field hockey, men's & women's golf, men's & women's gymnastics, men's & women's ice hockey, men's and women's lacrosse, men & women's rifle, men's & women's skiing, men's & women's swimming, men's & women's tennis, men's volleyball, men's & women's water polo and wrestling. Student-athletes are eligible for selection to respective Academic All-America® teams at four different levels: NCAA Division I, NCAA Division II, NCAA Division III and the College Division, which is comprised of NAIA, CIS and two-year institutions.

To be eligible for nomination, student-athletes must have attained a minimum 3.30 cumulative grade point average (on a 4.0 scale) and matriculated for at least three semesters at their institutions. In the cases of transfers,



graduate students and two-year college graduates, the student-athlete must have completed one full calendar year at the nominating institution to be eligible. Nominees in graduate school must have a cumulative GPA of 3.30 or better both as an undergraduate and in graduate school. All nominees must also be a starter or important reserve on their respective teams and must have participated in at least 50 percent of the team's games at the position listed on the nomination form (when applicable). In baseball and softball, pitchers must have pitched a minimum of 10 innings. Student-athletes who have not participated in at least 50 percent of their team's contests are not eligible for nomination.

OK, so that was the hard part. Here's the easy part, and one that you and only you can control: you need to be a dues paying member of CoSIDA in order to nominate for the Academic All-America® program. Dues must be paid prior to the start of the fall nominating process in soccer, volleyball and football in early October.

Those are the nuts and bolts of the nominating process. Getting your student-athlete to the front door is the first step in the nomination process. Getting them through the door is up to you, because while you are very familiar with the accomplishments of your student-athletes, the voting members of CoSIDA and the Academic All-America Committee are not. Here are some tips that you will hopefully find helpful in the nominating process:

## DO'S ...

\*If your student-athlete has been chosen to an Academic All-America® national or district team in past years, make sure that is the FIRST thing you place in your nominee's bio (i.e., 2014 CoSIDA Capital One Academic All-America® Third Team or 2013 CoSIDA Capital One Academic All-District). Experience has shown over the years that voting members at both the district and national levels are more likely to choose a "repeat" honoree.

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

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

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

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

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

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

## DO NOT'S ...

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

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

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

\*Do not overstate your nominee's multiple honors. It's a waste of space if you write "2014 MASCAC second-team all-conference, 2013 MASCAC first-team all-conference, 2012 MASCAC second-team all-conference" when you can just say "3X all-MASCAC".

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

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

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

Like any other award, there are going to be student-athletes who are selected and those who are not. If your nominee is not selected to either the district or national team, don't get discouraged about the process. Continue to nominate, whether it is that individual or other candidates you have. The slate of nominees in each program is extremely impressive, and those who are honored are truly the "cream of the crop". Our profession is based on the fundamentals of communication, so if you have questions or would like some advice on how to present your nominees effectively, don't hesitate to pick up the phone and call members of the Academic All-America® Committee.

The Academic All-America® recognition process doesn't end when your student-athlete's eligibility is exhausted. In 1988, CoSIDA created the Academic All-America® Hall of Fame, which recognizes Academic All-Americans who have achieved lifetime success in their professional careers and are committed to philanthropic causes in the communities where they reside. Four to five deserving candidates are inducted at an annual awards ceremony, and a total of 132 Academic All-Americans have been inducted into the Hall of Fame since over the past 27 years, including Bill Walton, Pat Haden, Oliver Luck, Lieutenant General Michelle Johnson, Senator Bill Bradley, Cris Collinsworth, Todd Blackledge, Nancy Hogshead-Makar, Ruth Riley, Tracy Warren, Tom McMillen, Pat Tillman, Rebecca Lobo, Kim Mulkey and Joe Theismann.

In addition to the Academic All-America® Hall of Fame, CoSIDA annually presents the Dick Enberg Award, which was established in 1997 and is 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. The award was created in part to recognize Dick's passion and support of the Academic All-America® program for nearly 30 years, and more importantly, his dedication to education for more than four decades. Previous Enberg Award honorees include President Gerald Ford, Dr. Tom Osborne, Father Theodore Hesburgh, Dr. Donna Shalala, Mike Krzyzewski, Jackie Joyner-Kersey, Dean Smith, Bill Russell and last year's recipient, Ann Meyers Drysdale.

Nominations for both the Academic All-America Hall of Fame and the Enberg Award may be submitted during the fall each year, from Labor Day until early November. For more information on submitting nominees from your institution, as well as to see a complete list of past inductees and recipients, please visit the Academic All-America® page at [www.cosida.com](http://www.cosida.com).

Recognizing the achievements of student-athletes is the top priority that all of us in the intercollegiate athletics communication profession, and the Capital One Academic All-America® program as selected by CoSIDA provides a prestigious platform to honor the outstanding accomplishments of young men and women both nationally and internationally. Thank you for helping to make the program as strong and vibrant as it's ever been, and if you need any additional information on Academic All-America® marketing tips and tools, please feel free to contact me ([jseavey@maritime.edu](mailto:jseavey@maritime.edu)) or any member of the committee.



# **CoSIDA Membership RENEWALS TO BEGIN**

● **JULY 1** ●

Beginning this year, the CoSIDA membership renewal process and new member sign-up will begin July 1 instead of the traditional February 1 start date. Memberships purchased for the 2015-16 academic school year will run from July 1, 2015, through June 30, 2016.

The change in renewal cycle was approved by the Board of Directors in a call in late January. The rationale behind the change was supported by the fact that 80 percent of CoSIDA's members paid their annual dues between July 1 and September 30.

Aligning the process more closely with the academic calendar will allow for inclusion of all three seasons – fall, winter and spring – for nominating and voting for the Capital One Academic All-America program.

A late fee will go into effect beginning October 1, 2015, except in the case of a member who has changed jobs after October 1 or is a new member.

Current CoSIDA members will get a few extra months out of the 2014-15 membership and are encouraged to make sure their profile is up to date. All CoSIDA correspondence and Capital One Academic All-America nominating and voting are tied directly to a member's email address. If you have changed jobs or email addresses, please update your profile at the following link:

<http://forms.cosida.com/update/index.aspx>

**QUESTIONS ABOUT MEMBERSHIPS  
SHOULD BE DIRECTED TO:**

**Laurie Bollig**  
[lauriebollig@cosida.com](mailto:lauriebollig@cosida.com)  
**913.707.0365.**



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# Nominate for New Student-Athlete Haier Achievement Award

*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](https://twitter.com/pspsports).

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

**Haier Award recipients were announced in November December and January.**



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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).**

# From the #WhyD3 Show: Interviews with CoSIDA President Eric McDowell and Executive Director Doug Vance



At the recent NCAA Convention in Washington D.C., CoSIDA's 2014-15 President Eric McDowell of Union (N.Y.) College and CoSIDA Executive Director Doug Vance sat down for interviews with the #WhyD3 Show about different aspects of CoSIDA and the athletic communications profession. Conducting the interviews was show host Dave McHugh, broadcast director for the D3Sports.com network of websites that helps produce the show.

In the video on the facing page, Vance focused on CoSIDA's signature program, the Capital One Academic All-America® program. In the second video, McDowell talks about his year-long role serving as CoSIDA's president and the power and importance of strategic communications on the college campus.

The #WhyD3 Show is supported by NCAA Division III and is hosted by McHugh. The monthly series features student-athletes, coaches, teams, athletics programs and conferences telling their stories and celebrating the three "D's" of Division III - discover, develop and dedicate. The show's features allow guests to focus attention outside of competition.

Follow [@WhyD3Show](#) on Twitter or on Facebook to get all news and updates.

## **Video: CoSIDA's Signature Program: Capital One Academic All-America® Program With Doug Vance, CoSIDA Executive Director**

Vance explains how the AAA process works and why CoSIDA is so proud of its long-time tradition of honoring student-athletes for their work in the classroom, in competition and in the community.

## **Video: Chat with Eric McDowell, CoSIDA President**

Dave McHugh sat down with McDowell, Union's Assistant AD/Sports Information, at the NCAA Convention. McDowell talks about the role of the athletic communications professional on our campuses and in conference offices, about his love of the profession and why those in the business need to help embrace, promote and help others - particularly student-athletes - succeed. McDowell also talks about serving as CoSIDA president and what his Division III point of view has meant and accomplished.

## The State of Social Media in College Athletics

In November, CoSIDA was honored to partner with Chris Syme from the CKSyme Media Group and Kristi Dosh, Esq., of Reputation Ink on the "Social Media Best Practices In College Athletics Survey." This survey was exclusive to CoSIDA members, and the results, provided by nearly 400 participants, provide some interesting statistics and takeaways.



Barb Kowal

The purpose of the survey was to gather benchmark data on the duties of CoSIDA members as they relate to social media marketing and promotion, how social media is used in crisis communications, social media policies and department use and lines of responsibility.



The respondents came from all divisions of the NCAA, the NJCAA and Canadian colleges and conferences. In terms of job titles, 21 percent were associate or assistant athletics directors, half were athletics media relations/sports information directors and the rest were assistant directors (21 percent), social media directors and website directors.

The survey results and analysis (part one and part two) can be found at this link: <http://cosida.com/2014CoSIDASocialMediaSurvey>. Reputation Ink and CKSyme Media Group plan to expand this information and include more suggestions in an upcoming e-book in 2015 on the strategic use of social media in college athletics.

Survey takeaways will be used in future CoSIDA continuing education webinars and at presentations at the 2015 CoSIDA Convention during the NACDA & Affiliates Convention week, so that athletics department personnel can better understand the data and areas of strengths/weaknesses when managing and leveraging their social media presence.

### Survey Summary Highlights

**Social platforms:** The largest percentage maintains four official channels (not including individual sports programs or specialty accounts such as tickets or mascot). Twitter is the most used channel followed closely by Facebook, YouTube or Vimeo, and Instagram (all above 80 percent). Pinterest and Snapchat (each below 15 percent) are the next two most popular channels. Twitter (at 65 percent) was rated the most important channel followed by Facebook (31 percent). When asked which channel respondents desired the most help with, Instagram topped the list at 46 percent. Twitter, YouTube and Snapchat followed.

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

On the question of using students or interns to manage or post to department social media accounts, there was an almost even split between yes (51 percent) and no (49 percent).

**Social media policies/strategies:** Only 43 percent report having a department policy that regulated the use of social media. Just 20 percent responded yes when asked if departments required registration of official social media accounts or training to use social

media responsibly; 64 percent of respondents said they have goals or strategy for using social media.

**Crisis management:** Just over 57 percent of college athletics departments have crisis communications policies. Of those, 65 percent have a policy for dealing with negative comments on social media channels. And, 31 percent of responding schools require social media training for student-athletes, while the vast majority that do train handle training internally. Of those schools that seek outside training agencies, the majority are DII, DIII and NAA schools.

### Survey Analysis & Takeaways

The survey found that the traditional job description of athletics communications continues to evolve, as sports information directors now find themselves more integrated into the marketing and promotion operations of their department as they coordinate social media efforts; 87 percent of respondents reported having social media marketing and promotion duties in their departments.

As the results indicate, college athletics departments are somewhat struggling to manage and leverage their social media presence and branding opportunities as part of day-to-day business operations. Some of the Syme and Dosh recommendations and takeaways:

1. Departments should have social media policies in place that are easily understood and implemented, define lines of responsibility, encourage innovation and promote brand accountability.
2. Implement a social media training program. With many departments relying on interns or young professionals maintaining social platforms, the risk is that they are likely to have a short tenure in your department and might not fully comprehend the department's collective voice or strategic branding messages. Also, departments should have a plan on how to respond to negative comments from fans and stakeholders on social platforms. Nearly 30 percent of respondents said passwords are never changed on department/team social media accounts, which should be done in scheduled intervals. Training can help diffuse these risks. Departments should develop a system for registering social media accounts, using a simple database that tracks logins and passwords for all branded accounts.
3. Use social media management systems to help you keep track of your social media usage, monitor brand conversations and coordinate posts. As important, monitoring is essential to track real-time opportunities that can build or break a reputation. Hootsuite, Sprout Social, Tweet Deck are examples of cloud applications requiring minimal investment and there are larger enterprise-level systems like Radian 6, Meltwater Buzz, Mention, among others.
4. Have a comprehensive social media strategy. Effective social media posts can look very different depending on whether you're engaging with fans, attracting recruits or attempting to increase ticket sales. It is essential to have a cohesive social marketing and branding strategy; staff should also understand how to plan, execute and measure successful short-term campaigns.
5. Crisis plans and reputation management. Not all departments are taking the necessary steps to deal with negative social issues, much less prevent them. Social media "readiness" is essential. Statistics show that departments that train student-athletes and staff on social media responsibly have a lower incidence of crisis than those that do not.

**Barb Kowal is the director of external affairs at CoSIDA.**



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# INCLUDE THESE ELEMENTS IN YOUR MEDIA RELEASES



**By Matthew Schwartz via prnewsonline.com**

It's an ongoing and rather exhausting debate within PR precincts: What role does the traditional press release play in a digital age? Some PR pros argue that amidst a growing number of tweets, Facebook posts and YouTube channels, the press release no longer packs much of a punch when it comes to getting your message out.

However, others insist that the press release has not lost its value and—with some modernizing to reflect how people now consume information—will remain a trusted communication tool among brands and organizations of all stripes.

No doubt, the press release will continue to evolve. But whatever new form it takes, the fundamentals of writing a solid press release (that will get read by the intended audiences) are not going away anytime soon.

With that in mind, here are several tips on how to construct an effective press release, with compliments to Beth Monaghan, principal and co-founder of InkHouse.

**The lede:**

- Begin with a question. “What is the number one thing holding women back from upper management?”
- Eliminate the “XYZ company is the leading provider of blah blah blah today announced....”
  - > Demonstrate that leadership through proof, not words.

- Begin with a strong statement that is contrarian
  - > “In five years, people won’t drive cars anymore.”

**The body:**

- Shows. It does not tell.
- Communicates the facts; think fewer adjectives, more proof.
- Is written at the third-grade reading level. Yes, really.
- Is short. Shoot for 400 words.

**Use of quotes:**

- Never write the words “very excited” in a quote. Give it meaning.
- Don’t be afraid of a little controversy. A spokesperson doesn’t have to disparage the competition, but a quote that is contrarian to others is a great way to spark interest.
- Write in succinct sound bites. Read quotes appearing in articles and replicate them.

## 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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the year**

# AP

## STYLEBOOK DO'S AND DON'T'S FOR COMMUNICATIONS PROS



By Luke O'Neil, Editor, Business Wire

Associated Press style has been in the news recently, at least for journalists and public relations professionals, after announcing a rash of controversial changes.

As you know, it is important for PR, IR, marketing and communication professionals stay abreast of AP style, and its iterations, so you can relate to the media on their level, write cleaner press releases, increase message adoption, and simply sound cool.

Of course, you must consider the style preferences of your company or clients, but you also have an obligation to the media – the end user – to craft a well-written story. With that said, we at Business Wire see our share of AP style blunders in press releases. Here are eight of the most common style bloopers to avoid:

### 1. Capitalizing job titles after a person's name – a no-no.

AP recommends that you only capitalize a title used before a person's name, not after. The AP's titles entry is long but worth a look since this is such a common element found in press releases.

### 2. Dates and times – eliminate redundancies.

Too often, we see dates written as "Wednesday, June 4, 2014" when writing simply "June 4" would suffice. Also, write dates as "June 4" and not "June 4th" and times as "9:30 a.m." and not AM. Always be careful with EDT vs. EST; simply using ET is a nice failsafe.

### 3. Trademark symbols – avoid them.

Trademarks and other symbols are not, and actually never have been, meant for use in PR and news copy. Remove these symbols to make it easier for reporters to utilize your releases.

### 4. Percent vs. %

In most cases, spell it out. Standard AP style suggests you write out "percent" in news releases, while utilizing the % symbol in tabular information such as financial tables.

### 5. Entitled vs. Titled – Can you spot the difference here?

The survey was titled "Top 100 AP Style Gaffes." Let's just say you're entitled to make a few mistakes, just not AP style mistakes. In short, do not use "entitled" to refer to the title of something.

### 6. Acronyms come later – when referring to organizations.

Do not put an acronym in parentheses after the first reference to the organization. Easily recognizable acronyms, by themselves, can be used on second reference without spelling out the organization's name a second time.

### 7. The dreaded -ly – avoid hyphenating these words.

Do not hyphenate a compound modifier when using adverbs that end in -ly, such as commercially-available products. The correct style is commercially available products, no hyphen.

### 8. Write it out – don't use shortcuts when referring to numbers.

As the AP points out, spell out numerals one through nine and use figures for 10 or above.

Looking to create a stronger relationship with today's journalists? Correcting these small mistakes in your press releases will help reporters and other key constituents read, adapt and share your news.

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

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Program	M/W Soccer	Football	Volleyball	M/W Basketball	Baseball/ Softball	M/W At-Large	Track/Cross Country
Nomination Forms Available	Tues. Oct. 7	Tues. Oct. 14	Tues. Oct. 14	Tues. Jan. 13	Tues. April 14	Tues. April 21	Tues. April 28
<b>Nomination Deadline</b>	<b>6 p.m. ET Tues. Oct. 14</b>	<b>6 p.m. ET Tues. Oct. 21</b>	<b>6 p.m. ET Tues. Oct. 21</b>	<b>6 p.m. ET Tues. Jan. 20</b>	<b>6 p.m. ET Tues. April 21</b>	<b>6 p.m. ET Tues. April 28</b>	<b>6 p.m. ET 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 Tues. Oct. 28</b>	<b>6 p.m. ET Tues. Nov. 4</b>	<b>6 p.m. ET Tues. Nov. 4</b>	<b>6 p.m. ET Tues. Feb. 3</b>	<b>6 p.m. ET Tues. May 5</b>	<b>6 p.m. ET Tues. May 12</b>	<b>6 p.m. ET 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 Mon. Nov. 3	noon ET Mon. Nov. 10	noon ET Mon. Nov. 10	noon ET Mon. Feb. 9	noon ET Mon. May 11	noon ET Mon. May 18	noon ET Mon. June 1
NC OKs National Ballot	Tues. Nov. 4	Tues. Nov. 11	Tues. Nov. 11	Tues. Feb. 10	Tues. May 12	Tues. May 19	Tues. June 2
National Ballot Voting Deadline	<b>6 p.m. ET Tues. Nov. 11</b>	<b>6 p.m. ET Tues. Nov. 18</b>	<b>6 p.m. ET Tues. Nov. 18</b>	<b>6 p.m. ET Tues. Feb. 17</b>	<b>6 p.m. ET Tues. May 19</b>	<b>6 p.m. ET Tues. May 26</b>	<b>6 p.m. ET 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> Th. Nov. 20 (C) F. Nov. 21 (3) M. Nov. 24 (2) T. Nov. 25 (1)	<b>noon ET</b> M. Dec. 1 (C) T. Dec. 2 (3) W. Dec. 3 (2) Th. Dec. 4 (1)	<b>noon ET</b> M. Dec. 8 (C) T. Dec. 9 (3) W. Dec. 10 (2) Th. Dec. 11 (1)	<b>noon ET</b> M. Feb. 23 (C) T. Feb. 24 (3) W. Feb. 25 (2) Th. Feb. 26 (1)	<b>noon ET</b> SB BA T. 5/26 (C) M. 6/1 W. 5/27 (3) T. 6/2 Th. 5/28(2)W. 6/3 F. 5/29 (1) Th. 6/4	<b>noon ET</b> M. June 8 (C) T. June 9 (3) W. June 10 (2) Th. June 11 (1)	<b>noon ET</b> M. June 22 (C) T. June 23 (3) W. June 24 (2) Th. June 25 (1)

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

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

updated June 16, 2014



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Thanks to SIDs at all levels  
who work with volleyball  
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**Eric  
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Union  
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