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2015 CONVENTION



OLIVER LUCK

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MANNY OHONME AND
THE NCAA'S OLIVER LUCK
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CoSIDA E-Digest

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2015 CoSIDA SPECIAL AWARDS HONOREES ANNOUNCED



Presentations To Be Made at 2015 Convention in Orlando



Numerous members of the College Sports Information Directors of America (CoSIDA) organization, along with others will receive national awards for outstanding achievements and the Hall of Fame class of 2015 will be inducted when the organization holds its 58th annual national convention June 14-17 at the World Center Marriott in Orlando, Florida.

This is the third year the CoSIDA Convention will be held in conjunction with the National Association of Collegiate Directors of Athletics (NACDA) & Affiliates Convention. CoSIDA is comprised of more than 3,000 intercollegiate athletic communications and media relations professionals from colleges, universities and athletic conferences at all divisions of competition in the United States and Canada.

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

The newest class of the Capital One Academic All-America Hall of Fame and the Dick Enberg Award winner also will be honored in Orlando. They will be recognized at the Capital One Academic All-America Hall of Fame ceremony on June 15.

The CoSIDA Hall of Fame luncheon takes place on Monday, June 15. The six new CoSIDA Hall of Fame selections will be introduced at that time and the Jake Wade Award and Lifetime Achievement Award recipients also will be recognized at that Luncheon. The remainder of the awards will be presented at the Special Awards Luncheon on Wednesday, June 17.

CoSIDA HALL OF FAME CLASS OF 2015

Six current and one former sports communications professionals will be inducted into the CoSIDA Hall of Fame on June 15. This CoSIDA Hall of Fame honor is presented to members of CoSIDA who have made outstanding contributions to the field of college athletic communications.

Members of the 2015 Hall of Fame class are university representatives Larry Dougherty, CoSIDA past president and Senior Associate Athletic Director for Communications at Temple University; Paul Just, Sports Information Emeritus/Historian at Western Kentucky University; and Kenny Klein, Senior Associate Athletic Director for Media Relations at the University of Louisville.

College representatives are Anne Abicht, Sports Information Director at St. Cloud State University; Bob Nygaard, Assistant Athletics Director-Communications at University of Minnesota Duluth; and Sheila Stevenson, Sports Information Director at Rowan University.

George Gallet, the late and former longtime Director of Sports Information at the University of Miami, was selected as a member of the 2015 Hall of Fame class by the Veterans Selection Committee. The other six were selected by a vote of more than 70 CoSIDA Hall of Famers.

JAKE WADE AWARD

At that same luncheon on June 15, the Jake Wade Award winner will be presented. This annual award recognizes an individual who has made an outstanding contribution in the media to the field of intercollegiate athletics. Longtime ABC, TNT, and CBS television announcer Verne Lundquist is the recipient of this year's award.

Lundquist's deep baritone voice has been a fixture in sports broadcasting since he began his career in radio with the Dallas Cowboys in 1967. Currently he is the lead play-by-play announcer for CBS Sports' coverage of college football and NCAA basketball, including the NCAA Men's Division I Basketball Championship. He provides commentary for the Masters and the PGA Championship, among other PGA Tour events. In September 2013, he marked his 50th year in broadcasting.

Previous Wade Award winners have included last year's recipient Beth Mowins (ESPN); Lee Corso (ABC/ESPN, 2011); Christine Brennan (USA Today, 2003); Robin Roberts (ABC/ESPN, 2002); Dave Anderson (New York Times, 1992); and Dick Enberg (1989).

KEITH JACKSON ETERNAL FLAME AWARD

CoSIDA's distinguished Keith Jackson Award is presented to an individual who, or an organization which, has made a lasting contribution to intercollegiate athletics, and has demonstrated a long and consistent commitment to excellence and has been a loyal supporter of CoSIDA and its mission. Erik Christianson, Managing Director of External Affairs at the NCAA, will be recognized with this prestigious award. A longtime friend and advisor to CoSIDA, Christianson oversees public and media relations, issues management, web and multimedia communications and social media for the NCAA. He has been an outstanding supporter and advocate for CoSIDA and its members in many avenues with and within the NCAA and numerous external stakeholders.

This award is not given annually; it is voted upon by the Special Awards committee when there is a worthy candidate for the honor.

Prior recipients include: former Tennessee women's basketball head coach Pat Summit (2013); Myles Brand (former NCAA President, 2009); ESPN's Dick Vitale (2008); former ESPN senior VP Rosa Gatti (2003); and Dick Enberg (2001). Jackson was the inaugural recipient in 1998.

LIFETIME ACHIEVEMENT AWARDS

In addition, CoSIDA will recognize 12 professionals with its Lifetime Achievement Award. This award is presented to CoSIDA members who have served at least 25 years in the profession (as of June 2015) and are retiring or leaving the profession. The Lifetime Achievement Award honorees are: Anne Abicht, St. Cloud State University; Mike Gore, UNC Asheville; Dave Guffey, University of Montana; Carol Hudson, Old Dominion University; Brad Larsen, Weber State University and University of Northern Iowa; Steve Marovich, Carthage College; Jim McGrath, Butler University; Dan O'Connell, Towson University; Oliver Pierce, Gonzaga University; Mady Salvani, United States Military Academy; Dave Smith, Virginia Tech; John Stallings, Rutgers University-Newark; Marty Valdez, California State University, East Bay; Bob Vazquez, Cal State Northridge, Stanford and UC Santa Barbara.

ARCH WARD AWARD

The Arch Ward Award is presented annually to a CoSIDA university member who has made outstanding contributions to the field of college athletic communications, and who, by his or her activities, has brought dignity and prestige to the profession. Nick Joos, the Executive Associate Athletics Director for External Affairs at Baylor University, will be recognized with this award. Joos, is a former CoSIDA president who was elected to the CoSIDA Hall of Fame last year. Also last year, Joos' Baylor colleague Julie Bennett earned the Arch Ward honor.

WARREN BERG AWARD

Fran Elia, the Sports Information Director at SUNY Cortland, will receive the college division equivalent to the Arch Ward as the Warren Berg Award winner. Elia was recently honored at the 2015 ECAC awards dinner by The Metropolitan New York Football Writers and USA College Football with the Bob Kenworthy Division III Football Communications Award.

MARY JO HAVERBECK TRAILBLAZER AWARD

Betsy Van Sickle, the former sports information director at Marquette University, will be recognized with the Mary Jo Haverbeck Trailblazer Award. This honor is presented annually to an individual who is a pioneer in the athletic communications profession and who has mentored and helped improve the level of ethnic and gender diversity within CoSIDA. Van Sickle was one of a handful of women directors at major institutions in the late 1970s and early 80s. She mentored other women in the profession as well as counseled countless student-athletes, coaches, and administrators.

BOB KENWORTHY COMMUNITY SERVICE AWARD

Ken DeBolt, the Director of Athletic Communications at Hobart and William Smith Colleges will be honored for his community service with the Bob Kenworthy Community Service Award, presented annually to a CoSIDA member for civic involvement and accomplishments outside the athletic communications profession. DeBolt is a volunteer fire fighter and has volunteered for more than 20 years with the Salvation Army and the Sons of the American Legion.

CoSIDA ACHIEVEMENT AWARDS

Two new awards will be presented at the June 15 luncheon. The Achievement Award will be presented annually to a University and College Division member

who serves as an assistant or associate in an athletic media relations office, who has made outstanding contributions to the field of college sports information for at least 10 years, and who by his or her activities, has provided exceptional service and dedication to their institutions or conference office.

Winners of the inaugural award are Diane Nordstrom, Associate Assistant Director of Athletics Communications at the University of Wisconsin, and Tom Nelson, Assistant Athletic Media Relations Director at St. Cloud State University. Nordstrom, a 25-year CoSIDA honoree, has served in numerous leadership positions in CoSIDA including her current position as co-chair of CoSIDA's Female Athletics Media Executives (FAME) committee. Nelson has served 28 years in the profession, 19 at St. Cloud State where he was recognized in 2014 as the National Wrestling Association Small College SID of the Year.

RISING STAR AWARDS

CoSIDA also recognizes its youthful talent with the Rising Star Awards. This award is presented to both a University Division and a College Division member with 10 years of service or less whose work at their institution and service, dedication, energy and enthusiasm to the profession make that individual a "rising star" in athletic communications.

Amie Canfield, the Sports Information and Scheduling Director at Mount Holyoke College was the college division choice and Sean Cartell, an Assistant Director at the Southeastern Conference, was chosen as the university division recipient. Canfield oversees the sports information needs of all 14 sports and is responsible for the scheduling and contest management of all home events for the Lyons. Cartell honed his skills as a Florida sports information assistant director before taking his considerable talents to the SEC in 2012.

25-YEAR AWARDS

In addition to the special award winners and Hall of Fame induction, the organization also recognizes those who have completed 25 years in the profession. The following individuals will receive a 25-year plaque at the convention:

Cathy Bongiovi, University of Akron; Diane Dodson, University of Wyoming; Doug Dull, American University; Troy Garnhart, U.S. Air Force Academy; Mike Gore, UNC Asheville; Tim Harkins, University of Wyoming; Eric Hess, Southern Illinois University Edwardsville; Richard Kilwien, Saint Mary's College; and Mike Montoro, West Virginia University.

2015 CoSIDA SPECIAL AWARD WINNERS

HALL OF FAME

Anne Abicht, St. Cloud State
Larry Dougherty, Temple
George Gallet, Miami (Fla.)
Paul Just, Western Kentucky
Kenny Klein, Louisville
Bob Nygaard, Minnesota-Duluth
Sheila Stevenson, Rowan

KEITH KACKSON ETERNAL FLAME AWARD

Erik Christianson, NCAA

ARCH WARD AWARD

Nick Joos, Baylor

WARREN BERG AWARD

Francis Elia, SUNY Cortland

JAKE WADE AWARD

Verne Lundquist, CBS Sports

MARY JO HAVERBECK TRAILBLAZER AWARD

Betsy Van Sickle, Marquette

BOB KENWORTHY COMMUNITY SERVICE AWARD

Ken DeBolt, Hobart and
William Smith Colleges

RISING STAR AWARD

University Division

Sean Cartell, Southeastern Conference

RISING STAR AWARD

College Division

Amie Canfield, Mount Holyoke

CoSIDA ACHIEVEMENT AWARD

University Division

Diane Nordstrom, Wisconsin

CoSIDA ACHIEVEMENT AWARD

College Division

Tom Nelson, St. Cloud State

25-YEAR AWARDS

Cathy Bongiovi, Akron
Diane Dodson, Wyoming
Doug Dull, American
Troy Garnhart, Air Force
Mike Gore, UNC Asheville
Tim Harkins, Wyoming
Eric Hess, Southern Illinois Edwardsville
Richard Kilwien, Saint Mary's
Mike Montoro, West Virginia

LIFETIME ACHIEVEMENT AWARDS

Anne Abicht, St. Cloud State
Dave Guffey, Montana
Carol Hudson, Old Dominion
Brad Larsen, Weber State
Steve Marovich, Carthage
Jim McGrath, Butler
Dan O'Connell, Towson
Oliver Pierce, Gonzaga
Mady Salvani, Army
Dave Smith, Virginia Tech
John Stallings, Rutgers-Newark
Marty Valdez, California State, East Bay
Bob Vazquez, Stanford

2015 COSIDA CONVENTION REGISTRATION AND HOTEL RESERVATIONS NOW OPEN



The 2015 CoSIDA Convention will take place Sunday-Wednesday, June 14-17 at the World Center Marriott in Orlando in conjunction with NACDA and Affiliates Convention Week.

Online registration and hotel reservations opened on Feb. 2, 2015.

Online registration ends Wednesday, May 13 at 11:59 pm EDT.

CONVENTION REGISTRATION - REGISTER BY MARCH 6 FOR BEST SAVINGS

Register for the 2015 Convention:
<https://www.sportssystem.com/cosida/>

All advance registration for the 2015 Convention is available **ONLINE** only (excluding sponsors and exhibitors).

- Early registration (through March 6): \$225 for current CoSIDA members (plus \$225 each for a spouse, child or friend) and \$275 for non-members
- Standard registration (March 7-May 13): \$245 for current CoSIDA members (plus \$245 each for a spouse, child or friend) and \$295 for non-members
- On-site registration in Orlando: \$275 for current CoSIDA members (plus \$275 each for a spouse, child or friend) and \$335 for non-members

CONVENTION HOTEL RESERVATIONS

For Orlando World Center Marriott hotel reservations:
<https://aws.passkey.com/g/34472214>

Reserve your hotel room at the World Center Marriott with the special CoSIDA Convention rate of \$180 per night. This hotel rate will be offered three days prior to the Convention and three days after (June 11-20) if space is available.

www.cosida.com/2015Convention

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ASAP Sports - CoSIDA's official instant transcripts provider

Sports Systems - CoSIDA's official online convention registration provider

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



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 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
913.707.0365.

MANNY OHONME

Noted Samaritan's Feet
Founder and Author
To Deliver CoSIDA
Convention Opening
Keynote Address



Emmanuel “Manny” Ohonme, inspiring speaker and storyteller and the founder of Samaritan’s Feet International, will deliver the keynote kickoff presentation at the upcoming 2015 CoSIDA Convention.

A dynamic speaker, Ohonme will provide his presentation at 3 p.m. on Sunday, June 14 at the World Center Marriott in Orlando, site of the annual CoSIDA Convention. Ohonme is Founder, President and CEO of Samaritan’s Feet, one of the world’s largest footwear humanitarian organizations. He also is Founder and President of Barefoot Legacies Group and the acclaimed author of “Soul Purpose.”

Ohonme founded the Samaritan’s Feet organization in 2003 in an effort to help the nearly 300 million people who go without shoes each day and the more than one million who die each year as a result of disease, injury and illness resulting from having no footwear. The Samaritan Feet organization has grown to a network of 70,000 volunteers; those global ambassadors have helped over five million impoverished children and adults by having their feet washed, receiving a new pair of shoes, and hearing a message of hope and compassion.

Professional and collegiate sports teams have embraced the Samaritan Feet organization. For example, college men’s and women’s basketball coaches take part in Samaritan Feet’s Barefoot Coaching movement, coaching without shoes, collecting new shoe donations at games to provide shoes and build awareness for this worldwide outreach.

“We are excited to announce that Manny Ohonme will be our kickoff speaker in Orlando,” noted Andy Seeley of UCF, CoSIDA’s second vice president who serves as the 2015 convention programming coordinator. “He is a former basketball student-athlete and has an absolutely wonderful story to tell. In 2003, Manny left the comfort and security of his executive position to start his vision for Samaritan’s Feet. Along with CoSIDA’s Volunteer 15 initiative, and our annual community service outreach in our convention city, we feel there’s a great synergy with Manny’s message about giving back to the community.

“Manny has shared his message of leadership, team dynamics, personal growth and winning to thousands in the corporate, political, university and non-profit worlds,” Seeley concluded. “We are fortunate to have Manny Ohonme serve as our inspirational opening keynote speaker.”

Ohonme was inspired to start Samaritan’s Feet International after his difficult childhood in Lagos, Nigeria. Growing up, he didn’t even have shoes. At the age of nine he received his first pair of tennis/basketball shoes from a “Good Samaritan.” This volunteer gave a life-changing gift and a message of hope to Manny. That was the catalyst for his love and commitment to the sport of basketball and his recognition of the power of community outreach.

Ohonme went on to get a full basketball scholarship in the U.S., attending the University of North Dakota (Lake

Region) where he studied agri-business management. He received his undergraduate degree in 1992 from Concordia College and earned a master’s degree in applied and agricultural economics from North Dakota State University. He later earned executive positions in leading technology companies in New York, Wisconsin and North Carolina.

As a successful businessman, he never forgot the needs in his home country and has been “giving back” on the international scene since the founding of his nonprofit Samaritan’s Feet in 2003. His expertise in technology, logistics, social entrepreneurship, marketing and philanthropy have helped grow Samaritan’s Feet into the global ambassadorship and goodwill organization it is today.

Manny and his wife Tracie, who met while attending the University of North Dakota, are working to make the vision of Samaritan’s Feet to put 10 million pairs of shoes on the feet of impoverished children in this country and around the world a reality.

They reside in Charlotte, North Carolina with their four children Nike, Dele, Yemi, and Wale.

For the third consecutive year, the annual CoSIDA Convention (June 14-17) will be held in association with the NACDA and Affiliates Convention.

As CoSIDA holds its convention activities in conjunction with NACDA and shares programming, an Exhibit Hall social event and a 5k fun run/walk for charity with all NACDA and Affiliate groups, the CoSIDA leadership continues to run its convention - and its other social activities and award luncheons - independently.





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NCAA's **OLIVER LUCK** to Give Closing Convention Keynote Address



Oliver Luck, noted intercollegiate athletics executive and member of the Capital One Academic All-America® Hall of Fame, will address the College Sports Information Directors of America (CoSIDA) membership as the closing keynote speaker on Wednesday, June 17, the final day of the 2015 CoSIDA Convention.

The Convention is slated for Sunday-Wednesday, June 14-17 in Orlando, Florida at the World Center Marriott. The CoSIDA Convention takes place in conjunction with NACDA and Affiliates Convention Week.

The CoSIDA Convention opening keynote speaker was announced previously. Manny Ohonme, inspiring philanthropist and Samaritan's Feet founder and president, will give the kickoff keynote presentation on June 14.

In December of 2014, Luck was named NCAA Executive Vice President of Regulatory Affairs. He was named to the newly created NCAA position, overseeing the day-to-day operations as he brings academic and membership affairs, the eligibility center and enforcement under one umbrella. In particular, he is charged with developing stronger integration among regulatory staffs, improving efficiency and strengthening relationships with

NCAA colleges and universities.

Luck previously served as the director of athletics and associate vice president at West Virginia University from August 2010 until December, and was instrumental in guiding the Mountaineers from the Big East to the Big 12 Conference.

Upon the announcement of Luck's hire, NCAA President Mark Emmert stated that "I am very pleased to have Oliver joining our team in the national office. He brings to us wide-ranging, hands-on experience from across athletic, academic, and business worlds. Most important, his commitment to the success and well-being of our student-athletes is unquestionable. He has demonstrated that commitment on the ground and throughout his life."

As a standout quarterback at his alma mater West Virginia from 1978-1981, Luck earned CoSIDA Academic All-America® honors twice and left West Virginia with most of the school's passing records. He graduated with Phi Beta Kappa honors from WVU in 1982 and was a Rhodes Scholar finalist. Luck was inducted into CoSIDA's Capital One Academic All-America Hall of Fame in 2000.

Luck played five seasons with the Houston Oilers. He is the father of Indianapolis Colts quarterback Andrew Luck, himself the 2011 Capital One Academic All-America® Team Member of the Year (for Division I football) and a first team Academic All-America honoree.

“CoSIDA is honored to have such a distinguished athletics leader and administrator as Oliver Luck address our 2015 Convention attendees,” noted CoSIDA Second Vice President Andy Seeley of UCF, who oversees the convention programming in his VP role. “We also are thrilled to welcome an Academic All-American and Academic All-America® Hall of Famer as our concluding keynote speaker. Oliver Luck has been on the forefront of athletics reform, advocating for student-athlete involvement. As the new NCAA executive vice president, we know his message to the CoSIDA membership will be relevant to the demands in leadership and communication strategies that we all face as professionals in intercollegiate athletics.”

While at WVU, Luck was also a member of the inaugural College Football Playoff selection committee as the Big 12 representative and was on the Player Safety Advisory Panel for the National Football League.

Prior to his position at West Virginia, Luck served as the first president and general manager for the Major League Soccer Houston Dynamo club. He played in the NFL for the Houston Oilers from 1982 to 1986, and then went on to be a general manager and vice president for the NFL before serving as the president of NFL Europe for four years.

After his playing career, Luck earned a law degree from University of Texas in 1987, graduating cum laude. In addition to son Andrew, he and his wife Kathy have three other children, including Mary Ellen (Stanford graduate and former Cardinal volleyball student-athlete); Emily and Addison.

Luck will be the most recent of an impressive line of notable and distinguished CoSIDA Convention keynote speakers:

- Last year, CoSIDA’s opening keynote was delivered by Bob Beaudine, a leading executive recruiter in college sports and the author of the networking and relationship-building best-seller “The Power of WHO!” and the closing keynote speaker was Olympic volleyball gold medalist and motivational speaker Dain Blanton.
- In 2013, best-selling author and America’s “Productivity Pro!” Laura Stack gave the opening address.
- In 2011, Amy (Privette) Perko, noted intercollegiate athletics executive and Capital One Academic All-America® Hall of Fame member, addressed the membership as keynote speaker.
- Ari Fleisher, former White House Press Secretary and the chief executive and principal employee of Ari Fleischer Communications and Ari Fleischer Sports Communications, gave the 2010 opening address and then participated in a standing-room only panel on strategic messaging and crisis communications.
- In 2009, Kevin Sullivan, former Assistant to the President for Communications in the White House who began his PR career as a Purdue University sports information student, addressed the attendees. In 2007, the late NCAA President Dr. Myles Brand spoke at the Convention.

FOSTERING BETTER RELATIONS WITH YOUR BEAT WRITER

by Steve Richardson, FWAA Executive Director



During more than 20 years as a sports reporter at the Kansas City Star and the Dallas Morning News and now at the FWAA, I have spent countless hours listening to beat writers talk about their jobs and have experienced some of the situations listed below on my own. While coverage has changed over the years, there are some simple staples on how Sports Information Directors might foster better relations with their beat writers.

HERE ARE 10 TIPS:

1 Get to know your beat writers. Too many times I think SIDs and writers don't really know each other. There is sometimes an invisible wall, as if it is "us against them." Obviously, there are boundaries to be set (see No. 3 below). But it can be very helpful to get to know your beat writers, their families, their likes and dislikes and even their hobbies. It can go a long way in setting up a better working relationship. There is a human side to everybody. SIDs might take this one step further: get to know the beat writer's boss or editor. In some situations this can be just as important because that person may pull the strings on coverage.

2 Set up informal meetings, lunches, coffees among the beat writers and the key coaches before the season even starts. This allows the beat writers and the coaches to see each other in relaxed settings. There is nothing worse for a beat writer than have to cover a controversial story with a coach who he seldom sees except at organized press conferences. This is very important. Dealing with the news outlet and beat writer in crisis situations can become much easier.

3 Establish boundaries—How will the beat relationship be conducted? This is multi-layered. How will a typical week work with players' and coaches' availabilities? What about sourcing? What about off-and-on the record situations between yourself and the beat writer? If you never want to be a source or give out off-the-record information, then draw that line. Ask the beat writer what he considers off-the-record to mean and if he understands what "background only" means? Do you understand what all these terms mean?

4 Don't be a computer hideout or texting geek. Get out and mix and mingle at practices and also at live sporting events. Walk down press row at games and introduce yourself to the out-of-town beat writers. They cover your team as well, even though not on a daily basis. Too many times, I hear, "I don't even know what the SID at such-and-such school looks like" from out-of-town beat writers. It also is not a bad idea to touch base by phone with conference and/or out-of-town beat writers to understand what types of stories they are trying to write. Hearing a human voice at the end of the other end of the phone is sometimes a refreshing change for writers who often get only your voice mail recording when they might call. It is called the personal touch.

5 Understand the beat writer's job during the course of a week and when might be better times to have press conferences than others in accordance with the practice schedule and the coach's schedule. On game days, closing press boxes or press working areas at certain times or putting "curfews" on the times they

close, really isn't realistic any longer. The beat writer may have to multi-task and do a pod-cast, write a game story, a sidebar, and tweet during a game. So that person obviously will need to stay longer than someone who is writing just one story. The key is to be flexible. One closing time does not fit all writers. The key is to plan ahead with your staff to man the fort.

6 Working conditions in the press box or press row are just as important as any of the first five items. Noise levels need to be contained. Do you have fans in your press box who cheer? Do you have some writers who are too loud, crack jokes, even cheer? They need to be admonished. This is working space. It is not a fan gallery, nor a place where writers need to compare tweets and make fun of players or teams. This is a working press area. Also, is there enough light, too much sun glare, poor heating or air-conditioning, depending on the season? Is press parking so far away, it is difficult for beat reporters or general reporters to get their equipment and themselves safely from one place to another? Proper signage to post-game interview areas and highlighting of procedures always need to be key areas of concern for out-of-town writers who may be unfamiliar with your press operations.

7 Are your weekly releases stale and just plugged with standing items? Sometimes releases become stale and not inviting because of long and uninviting copy blocks of repeated statistical information from week to week. Beat writers need something to generate their interest or at least bring to their attention the prominent story lines of the week. They don't have the time or patience to plow through 30 pages of notes, particularly if they are covering more than one school or sport. Suggest bullet points of what is trending in a particular week. And, if it is not out of the realm of possibility a separate email. Floating story ideas to beat writers is always a good idea. They are always looking for new angles.

8 Fairness across the board in dealing with beat writers. One of the complaints often heard from beat reporters is that SIDs will favor national outlets or national writers by giving them exclusives or more and/or longer access to players and coaches when they may be in town. This may or may not be true on your campus, but always keep in mind, the beat writer is there after the others leave. In the long run, it is usually not best to cause problems with a story getting out ahead of the beat writers. There should be some sense of fairness in dealing with these situations, where everybody gets what they want. But you don't want to burn bridges with your local beat writers in the process.

9 Classes or seminars for player interviews. This is a reminder. Not all players are ready for the media when they arrive on campus or even when they have been there for awhile. They may need information from you on what the media is actually looking for when writing a story. While some schools may use this as an opportunity to warn players against the rogue question here or there, I think the more helpful approach is to make the players comfortable with the process, while also protecting their right not to answer a question. If you are looking for help in this area, there are writers I know who are willing to help on an advisory basis.

10 Join the FWAA and/or the USBWA. This may be a pitch. Then, so be it. Joining these two major writing organizations ---and there are many SIDs who are members---keeps you abreast of the trends in the writing and reporting profession, where writers and beat reporters have moved or are headed. It also gives you a roster of beat writers across the country for releases and valuable contacts. Membership also keeps you in tune with the post-season awards process for players and how beat reporters are part of this process. I know some SIDs may be judged, rightly or wrongly, by their coaches on how they perform in this area, i.e. their players winning awards or being name to All-America teams. Both organizations are very transparent in their selection procedures and schedules. It is never bad to be plugged into these writing groups.



AN IN-DEPTH LOOK AT COSIDA'S MEMBERSHIP APPRECIATIVE INQUIRY

Appreciative inquiry probes positives of association membership

Maybe it was that person you met who knew exactly what you were going through professionally. Or it could have been the first convention you attended when you got to rub elbows with Hall of Famers and rookies alike. It might have been the pride you felt in being able to nominate your student-athletes for Academic All-America status.

According to CoSIDA's first Appreciative Inquiry, conducted last year as an undertaking of the 2013-14 Board of Directors, you enjoy the experiences and benefits of being a member of CoSIDA for many of the same reasons.

Through a series of five prompts, CoSIDA members were asked to detail what it was they value about their CoSIDA membership and what areas they see for growth within the association.

"We thought it was important to take a look at CoSIDA through the eyes of our members and get a sense for what the organization was doing right," said CoSIDA President Eric McDowell of Union College (N.Y.). "You think you know what someone values in their membership, but until you ask them, you don't truly know. I appreciate the committee's work and a special thanks to those who took the time in the inquiry to provide their comments that will be so beneficial for us now and in our future."

Several themes emerged from the responses.

When asked for the top two reasons communications professionals join CoSIDA, three topics surfaced – networking, being a member of a professional organization and the ability to participate in the Academic All-America process.

Similarly, when asked what they most valued about being a member of CoSIDA, connection was the theme. Respondents used several words repeatedly, including "relationships," which was the most-often cited word. People met and friendships made were mentioned frequently as well.

In describing a time when they felt most engaged and energized about the profession and being a member of CoSIDA, the convention experience, hands-down, was the most cited time. The social and educational interaction with fellow members and the networking opportunities left the membership feeling revived, refreshed and eager to give back to the profession.

Two prompts focused on CoSIDA's future role.

When asked what opportunities would affect the organization's future and what could it provide beyond what is currently offered, members listed raising the profile and image of the profession, continuing to stay ahead of the technology curve and being an advocate for the profession as most important.

In describing a vision for CoSIDA, answers ranged from day-to-day tasks to a 30,000-foot view of the profession. Advocacy, technology and engagement were recurring themes.

"We want to know both the positives and negatives of our members' experiences, but human nature being what it is, we typically only hear the negatives," CoSIDA Executive Director Doug Vance said. "While certainly not scientific in nature, this tool has provided some positive feedback that will allow us to build programs and extend benefits that meet the needs of our members."

In compiling the Appreciative Inquiry, each board member was given the same set of prompts and a random list of member names that covered all divisions of membership, and asked to contact them by phone. The responses were then compiled in a 50-page document of verbatim comments. All of the comments were anonymous.

Current first vice president Judy Willson headed a subcommittee to review the responses and determine the themes they reflected. The subcommittee included CoSIDA Board members Ira Thor, Bill Dyer and Chevonne Mansfield.

Sports Information Directors Prominent in NCAA Hall of Champions



On a recent visit to NCAA headquarters in Indianapolis, Ind., for a communications summit, CoSIDA President Eric McDowell (far left), Past President Shelly Poe (center) and Executive Director Doug Vance (right) visited the NCAA Hall of Champions to check out a new sign recognizing the role of the sports information director in collegiate athletics.

The Hall of Champions is home to CoSIDA's Hall of Fame plaques and the Academic All-America® Hall of Fame display.

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

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

FIVE

Questions . . .

With Shirley Jones-Hill

Associate Director of Media Relations, University of Southern Mississippi

by Larry Happel, Central College

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

I find it hard to believe that this is the only job I've had. I'm in my 32nd year at Southern Miss. I've spent my entire adult life at Southern Miss which is kind of scary.

My career path started out a little different. I was supposed to be a high school teacher and coach. Never happened. Kay James offered me a chance to work at the collegiate level. I accepted. Part of my duties was to report to newspapers (over the phone) what happened in the game. Next thing I knew, I was in the sports information office working in the mornings and learning how to write stories and send a report to newspapers, and learning how to do stats. I enjoyed the coaching part, but I quickly fell in love with the sports information side. I knew I had a decision to make, because it was hard to do both coaching and sports information work. After a long talk with Regiel Napier, my decision was made. I wanted to stay in the sports information field.

There have been several people who were very influential in my life. First would be my parents, Toy and Claudine Jones, who taught me that you don't get anything without hard work. Second, my high school basketball coach, Bob Burnett. He taught me the game I love – basketball.



He is the reason I wanted to become a teacher and a basketball coach. Kay James, my college coach, gave me the opportunity to play basketball at the next level by signing me to a scholarship sight unseen, in addition, to giving me the opportunity to coach on the collegiate level. Also, Ace Cleveland, the person who introduced me to the sports information side of collegiate athletics. And Regiel Napier, who allowed me the opportunity to pursue my career in sports information full time.

2. What keeps you at Southern Miss?

I'm still trying to figure that out. I grew up only 30 miles from Hattiesburg. It was close to home and family. The Hattiesburg community has been great to me and my family. It's a great place to raise my children. Working at Southern Miss has been a great experience. After working here for so many years, not sure how I would fit anywhere else. I've met so many people and made a great deal of friends. It's just home.

3. Athletics communications is such a rapidly evolving field. What concerns do you have about the future of the profession?

Everything is so technology driven. By that, I mean everybody wants information instantly. Twitter, Facebook, Instagram – social media has taken over. By the time we do our job with post-game or post-event, the information is already out there. We also have to be concerned with what student-athletes post as well as coaches.

I've had to learn so much in the last five to six years, and to be honest, I'm still learning. I feel like I live in the dark ages sometimes. Starting out in this business, everything was done by hand, literally. Computers and gadgets have taken over. I can't do my job properly without those. Oddly enough, my husband still has a flip phone and he doesn't text, but that's part of my everyday life.

4. What advice would you give to a student considering an athletics communications career?

Volunteer as much as possible as an undergraduate in a sports information office. Do practicums and internships to learn. Be a good writer and learn to talk to people.

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

Getting to know the student-athletes on a personal level. Being on a bus or plane with them for hours and talking and laughing with them. Listening to them when they are complaining and when they are happy. Being able to see those student-athletes come in as a freshman and watch the progress they make during their four-year career. The best feeling I get is when a former player gives me a hug and says thank you for all you did.



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Casual Wear | Hats | Visors**



**CoSIDA Branded Apparel
Now available at CoSIDA.com**

OLD DOMINION'S CAROL HUDSON SET TO RETIRE IN JUNE

Carol R. Hudson, Jr., Old Dominion University's Assistant Athletic Communications Director and sports information director since 1984, will retire from the University in June, as announced today by Director of Athletics Dr. Wood Selig.

Hudson has been a virtual fixture at ODU for over 43 years, beginning as a student manager for the Monarchs' baseball and basketball teams from 1972-76. He was a graduate intern in the sports information office under the late Joe Law, the university's first full-time SID from 1976-78. As the SID, he has served as the primary media liaison for men's basketball, men's soccer, men's and women's golf and baseball, while providing oversight and leadership for the public relations needs of all 18 intercollegiate sports.

"ODU will forever be indebted to Carol Hudson and his tireless work and commitment on behalf of thousands of ODU coaches, student-athletes, and teams these last four decades," says Selig. "Carol is the gold standard by which other media relations directors will be measured in the future. A distinguished CoSIDA Hall of Fame member, Carol leaves a legacy that few within the industry are fortunate enough to establish over their professional careers."

Selig adds, "On behalf of ODU and ODU athletics, I would like to personally say thank you to Carol for dedicating the heart of his professional career to our institution. As a result of Carol's sacrifice, ODU is a better institution."

Hudson was named Sports Information Director at ODU in 1984 following a three-year stint as SID at Hampton University, and promoted to Assistant Athletic Director in 2011. He was enshrined in the College Sports Information Directors of America (CoSIDA) Hall of Fame in 2010, and recognized with a Distinguished Service Award from the Virginia SID (VaSID) organization in 2013. That same year, the media room in the Ted Constant Convocation Center was named in his honor.

He was a member of the CoSIDA board of directors for six years, and played a key role in the start-up of the Virginia SID organization, twice serving as president. Under the umbrella of VaSID, Carol has coordinated the annual

Virginia Division I institution all sport competition for the past 31 years, which recognizes the state university with the highest win-loss percentage. Thanks to Carol's diligence, the all-sport winner is now recognized annually by the Virginia Sports Hall of Fame.

Hudson has served twice as the president of the Black College Sports Information Directors. He currently chairs the CoSIDA Scholarship Committee and was recognized for 25 years of service by CoSIDA in 2009. A member of the ODU Sports Hall of Fame Committee, Carol has also been active with the department's Monarch Reach Out community service program.

"The coaches and student-athletes at Old Dominion have reaped the most benefit from Carol's dedication to service over the years," says Senior Associate Athletic Director Debbie White.

"Whether he has been pitching feature stories on player accomplishments or coaching milestones, tallying stats, breaking news stories, or driving coaches and athletes to speaking engagements throughout Hampton Roads, Carol has been the quiet advocate in the background, always promoting and publicizing ODU. And, his commitment doesn't stop with the athletes' graduation as his weekly emails, news clippings and phone calls are legendary with our alumni," adds White.

A 1972 graduate of Norfolk Catholic High School, Hudson was the manager of his high school basketball team, which was coached by Ed Fraim (ODU '64), Old Dominion's former Assistant Athletic Director for Fundraising. He also served as a deputy sheriff, work release counselor and public information officer for the Chesapeake Sheriff's office from 1979-81. Hudson earned his bachelor's degree in political science in 1976 from Old Dominion, and a master's degree in urban studies in 1979.



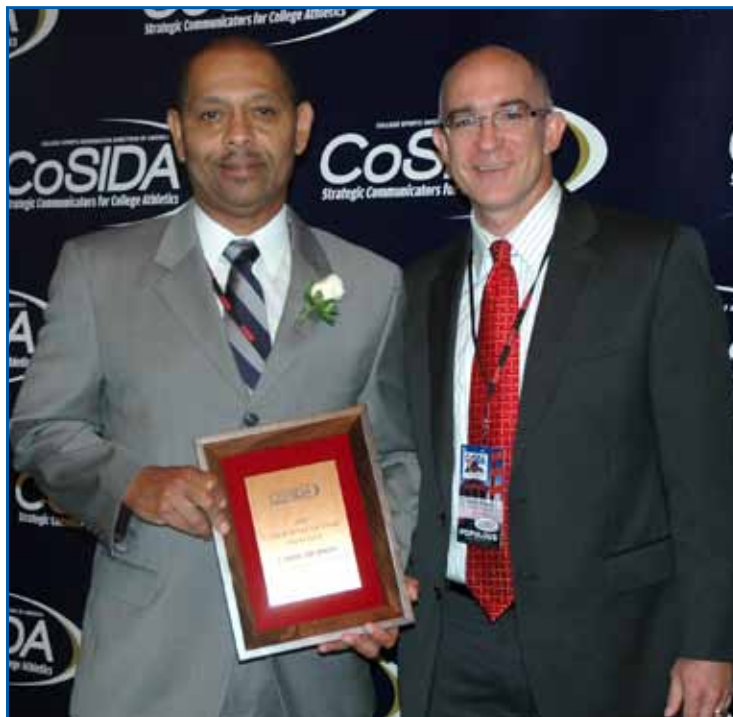
CAROL HUDSON

CoSIDA Board of Directors • 2001-07

CoSIDA 25-Year Award • 2007

CoSIDA Hall of Fame • 2010

CoSIDA Lifetime Achievement Award • 2015



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.

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) or any member of the committee.





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Online Fan Voting for Haier Achievement Award Begins March 6

Vote for the top 2014-15 Haier Achievement Award recipient beginning Friday, March 6, Haier is inviting fans to vote online at <http://achieve.haieramerica.com> for the Haier Ultimate Achievement Award winner who will earn his/her school a \$5,000 donation to the general scholarship fund and a Haier 48-inch LED HD television.

Additionally, all fans who vote will be entered into a drawing to win a Haier 48-inch LED HD TV.

Georgia Tech track standout Alex Grady earns final 2015 Haier Achievement Award

Alex Grady, a sophomore on the Georgia Tech men's cross country and track and field team, has been selected as a recipient of the eighth and final Haier Achievement Award, which is presented to deserving student-athletes for their accomplishments beyond sports.

The announcement of the eighth Haier Achievement Award being presented this year was made by John Homlish, senior vice president, Digital Living Business Unit for Haier America, one of the world's leading television and appliance manufacturers, and Doug Vance, Executive Director of the College Sports Information Directors of America (CoSIDA).

"The Haier Achievement Award program brings to light those student-athletes who have achieved success beyond sports," said Homlish. "By recognizing inspiring student-athletes like Alex we hope to further motivate other young people to achieve and succeed both on and off the field. We were especially impressed that Alex, just a sophomore, already has such a strong commitment to helping others."

Grady, a graduate of Newton High School in Gulfport, Mississippi where he was the valedictorian of his graduating class, is majoring in mechanical engineering. He was one of six Georgia Tech student-athletes to receive the ACC Top Six for Service Award in 2014. In less than two years he has amassed more than 210 community service hours volunteering for many groups including Peachtree Academy where he helps students with concepts and put in more than 60 hours reading and editing essays written by students for scholarship applications. In addition he has assisted with the Georgia Tech SAAB's Michael Isenhour Toy Drive and the "Thank-a-Thon," organized by the Student-Athlete Advisory Board and Alexander-Tharpe Fund where student-athletes thanked donors for their support



A distance runner for the Yellow Jackets cross country and track and field teams, he competed in all six cross country meets in 2014. Grady placed third at the Florida Mountain Dew Invitational with a career-best 8K time of 25:07 and in the ACC Championships where he ran an impressive 25:21. He finished fifth at the NCAA South Regional with a career best 10K time of 32.31. On the track, Grady competed in three meets this indoor season thus far in three events – the mile, 3,000 meters and 5,000 meters.

"I am very honored and blessed to receive the Haier Achievement Award. However, my work is far from done. If I can help just one more person to realize their true potential, I have done my part in truly making a difference in a lifetime," said Grady.

"Alex is a wonderful young man and very deserving of this honor. Being a mechanical engineer and a Division I student-athlete are huge commitments. That Alex devotes so much of his valuable free time to give back to others speaks to his great character, and is a tremendous example of servant leadership," said Georgia Tech head cross country coach and track distance coach Alan Drosky.

Haier will officially recognize Grady with a plaque and certificate during at an upcoming Georgia Tech sporting event. In addition, Haier will donate \$2,000 to the Georgia Tech general scholarship fund and award a Haier 48-inch LED HD television to the school's athletic department.

Here are the other seven Haier Achievement Award winners for 2014-15:

- **Elisha Hande** (North Carolina State University) - a three-year member of the women's tennis team who maintains a 4.0 GPA with a major in economics and a minor in German and has been honored for her work in the community.
- **JaCorey Shepherd** (University of Kansas) - a football player that is active in the community through Big Brothers, Big Sisters and is a three-time Academic All-Big 12 Second Team honoree



- **Richie Suarez** (Rowan University) - overcame a diagnosis of Acute Lymphoblastic Leukemia and Avascular Necrosis (AVN) by undergoing 40 months of treatment to prove the doctors wrong and take the mound for the Rowan baseball team for his junior and senior seasons.

- **Alyssa Brandt** (DeSales University) – a three-year member of the women’s soccer team and four-year track & field athlete has gone on medical missions to help the less fortunate in Haiti, Honduras and Ghana since she was 15-years-old.

- **Averee Fields** (West Virginia University) – the captain of the women’s basketball team has earned All-Academic honors every year and done extensive work in the community with numerous local organizations including Stepping Stones for special needs individuals.

- **Corey Petros** (Oakland University) – starting center for the men’s basketball team and four-time Academic Honor Roll selection currently working towards his MBA who is very active in volunteering his time to literacy programs throughout Michigan.

- **Angela Lowak** (Texas A&M University) - a junior volleyball co-Captain is active in numerous campus organizations and has volunteered her time at many local, national and international projects including Adventures and Missions to help people in AIDS-stricken Swaziland.

Student-athletes from all sports, all schools, and all divisions were eligible for the Haier Achievement Award which began during the fall of 2014.

Again, beginning Friday, March 6, fans can vote online at <http://achieve.haieramerica.com> for the Haier Ultimate Achievement Award winner from the eight honorees listed above. The Ultimate Achievement Award winner will earn his/her school a \$5,000 donation to the general scholarship fund and a Haier 48-inch LED HD television. Additionally, all fans who vote will be entered into a drawing to win a Haier 48-inch LED HD TV..



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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 - 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.

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

Best Practices for Snapchat: College Version



By communications/social media strategist and former sports information director Chris Syme

I was asked to repost and update an earlier blog piece from 2014 on best practices for college Snapchat accounts. For more in-depth information on Snapchat including metrics and strategic help, download my white paper on advanced Snapchat marketing.

When little children get a new toy, they are enamored—for about three minutes. Then, it goes in the pile. When social media gets a new channel, we have that same “new toy excitement.” Brave souls jump on the bandwagon and skeptics sit in the wings decrying the need for one more social media channel. If the channel catches on, like Snapchat has, the rush is on to either keep up with the Joneses or write it off as a waste of time. Neither of which is wrong, by the way.

Truth is, many marketers are already stretched with lack of staff and resources. The choice to add another channel often lacks a solid strategy and that leaves marketers feeling like they are playing darts with a blindfold on. Good content starts with good strategy—period. The choice to jump on Snapchat requires an understanding of how to use the platform. The shininess has worn off the toy. Users are starting to lose interest in brands on Snapchat with bad content. It's time to take a quick look at what works well on Snapchat and what does not. Here are some basics I have observed.

THE PLATFORM:

Understand first and foremost that Snapchat is most similar to the dynamics of a text messaging program. It is not Twitter, Facebook, or Instagram and should not be thought of as such. When devising strategy for how to use it, remember that users are expecting you to “message them.” Here are a few of Snapchat’s strengths:

- The ability to make a deeper connection with an audience by giving exclusive content in a messaging style.
- The ability to create interaction at a very personal level. Savvy brands are inviting participation.
- The ability to showcase creativity on the part of sender and receiver with the combination of picture, video, doodling, and storytelling.
- The ability to use branded individuals to create personalized excitement around an event.

THE AUDIENCE:

There is no question that Snapchat has a younger audience. I have the opportunity to touch base with thousands of student-athletes every year through social media training. In polling those athletes over the last year, I have found that Snapchat is the number one channel of choice for regular communication with friends, next to text messaging. When addressing what channel is the most important for reaching college students for marketing purposes, marketers need to look not only at enrollment (Instagram) but frequency of use (Snapchat). Students say that Instagram is also popular for pictures but many find the need to go to Instagram Direct for private conversations cumbersome. Facebook still owns this demographic in sheer number of accounts (according to Pew Internet), but it seems to be more of an avenue for keeping up with family and old friends—more watching, less frequent. Twitter's popularity with students I talked to is waning, but still strong. The question you have to ask is if this is a valuable enough audience for you to dedicate the time to developing a strategy there. It's not about slapping pictures up there—it's about having a thoughtful strategy and goals.

ALSO, SNAPCHAT HAS SOME PROBLEMS TO OVERCOME:

It is difficult to promote to new users as brands are only searchable by their exact username. This means that brands have to be active in promoting their Snapchat channel on their other social media channels. This cross promotion is a best practice when promoting any of your social media channels, but more important with Snapchat.

This audience has a short attention span. They are not going to put up with poor content. (see next section)

The young audience is statistically the most prone to wander. They may or may not stay with you. Keep a close eye on your user number percentage to open rates. Using an excel spreadsheet to keep track of content type, open rates, and response snaps will help you see a pattern of what works for your followers.

THE CONTENT

I've asked brands I think are doing a good job on Snapchat a few basic questions over the past few months: What is your strategy? What kind of content is the most popular? What kind of content gets the least response?

Using that input, I've made a short list of best practices:

- Brands with no strategy are not growing very fast.
- Brands that use a combination of strategies are having the best results:

Using Snapchat for event contests or event campaigns that invite fans to participate, such as "Snapchat Fan of the Game"—asking for snaps from fans at an event. Scavenger hunts, doodling contests, and using the channel for Q&A events. Recently, Eastern Washington University (ewuathletics) launched a new student pep club and at the launch of the club, their Snap Story was a blow-by-blow visual map of how to get to the pre-game pizza party kickoff with a t-shirt at the end of the map. It was a creative way to get students to attend the event with added benefits for following the map. There's nothing like a good food picture to bring students to an event, such as this recent #ClubSizzle promotion from Iowa State.



Storytelling is popular, if done well. This is the toughest for people to pull off because it takes some planning (such as storyboarding or shot chart). This tactic can work well for events and new product promotion. If in doubt of your ability, do some research on the art of storytelling and also on how to put a good video together. Stories of behind the scenes events like video shoots work well if they are a mix of video, still, and personal messages from athletes.

Messages from individuals (video). Whether it's musicians, athletes, celebrities, or event-goers, messaging by video is working well. Short videos of coaches or players with messages to fans work well. Make sure the individual looks into the camera and talks as though they are conversing with a real person.

Creativity always works well. Marquette University has a great feed that brings life to an iconic campus statue (fathermarquette). They use both the real statue and replicas in snaps, depending on subject matter. It's one of my favorite follows on Snapchat.



- Behind-the-scenes exclusive content or tours, especially if narrated by a recognizable brand face.
- Real-time exclusive promotions/contests for followers: coupons, giveaways, etc.

With input from brands, I've also made a short list of losing content:

- Pictures or videos of teams warming up for a game or a crowd of people in the distance are a fail unless the crowd is the story. Snapchat is about faces. Talk to people face-to-face. It's not enough for people to see what's going on (again, warm-ups of many bodies on a basketball court).
- Action shots from games (unless spectacular). Especially avoid anything that is taken from far away.
- Score updates, pictures of stadiums or fields from the sidelines, pictures of players getting on buses or planes.
- Any picture that does not have a creative or personal bent. Snapchat isn't a place to put up impersonal pictures or video. Think of why a fan would want to see this? What's the personal connection?
- Content that belongs on other channels. Just remember Snapchat is not Twitter. It's not a newsfeed, it's a messaging platform. It is basically a one-on-one platform, unlike Facebook or Instagram.

The decision to go on a specialized platform like Snapchat can deliver more engaged audience groups, or it can also bore people to death. Any content, no matter what the channel, has to be grounded in a strategy and produces creative content that matches that strategy, reaches the goals, and keeps the target audience in mind.

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

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

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

updated June 16, 2014



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