

MARCH 2009

CoSIDA **digest**

MONTHLY NEWSLETTER OF THE COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA

**Register Online Now for
2009 Convention**



Kevin Sullivan,

Former Assistant to the President for Communications
in the White House, to Serve as CoSIDA Keynote Speaker

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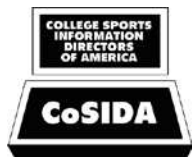
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MONTHLY NEWSLETTER OF THE COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA

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SEND CORRESPONDENCE TO:

Jeff Hodges
 University of North Alabama
 UNA Box 5038
 Florence AL 35632-0001
 (256) 765-4595
 Fax: (256) 765-4659
 email: sportsinformation@una.edu

FOR ADVERTISING, CONTACT:

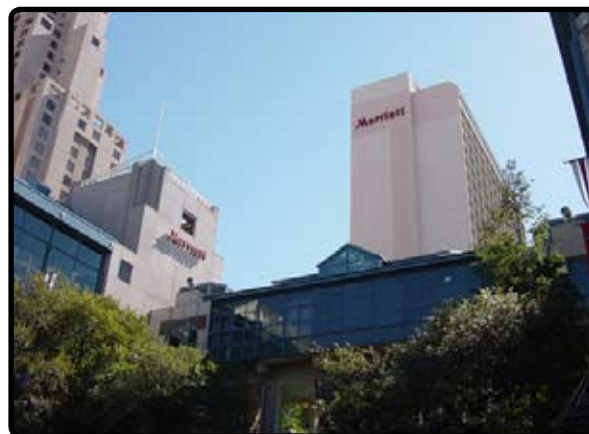
Ed Carpenter
 (781) 856-3963
 email: carpenter.ed@gmail.com

CREDITS:

This brochure was compiled and edited by CoSIDA Secretary Jeff Hodges. Graphic design by Karen Hodges.

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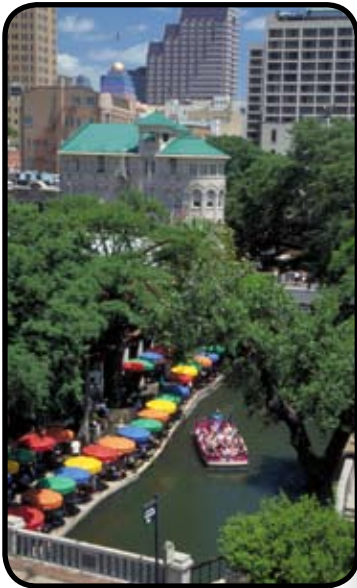
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R e m e m b e r

San Antonio

June 21-25, 2009

CoSIDA CONVENTION



The 2009 CoSIDA Convention in San Antonio will be upon us before we know it and the Program Committee has begun to put together a thorough and intriguing series of seminars and presentations.

One of the Program Committee's goals this year was to present topics that would be of benefit to the entire CoSIDA membership, regardless of size of school, city, staff, division, etc. The Committee feels it is well on its way to accomplishing that goal.

In the coming weeks, you'll start to see the results of the Committee's efforts. For now, however, here is a list of some of the topics the Committee is working on ...

- **Writing for the Web**
- **Strategic Communications Planning**
- **The latest in Social Media**
- **A different twist on crisis management and survival**
- **Being the best SID you can be**
- **Taking care of ourselves**
- **Money matters, both personal and professional**
- **SIDs and various legal issues**

There will, of course, be plenty more, but this is just some of what the Committee is working on. We're aiming for this to be a very topical, timely and educational professional development opportunity ... one you won't want to miss.

**Start Planning now for
SAN ANTONIO IN JUNE!**

Kevin Sullivan

CoSIDA KEYNOTE SPEAKER

Kevin Sullivan, who worked his way from sports information office student assistant to one of the most high-profile communications positions in the world, will be the keynote speaker at the 2009 CoSIDA Convention in San Antonio.



He will address CoSIDA Convention attendees at the luncheon on Tuesday, June 23, and will participate in a panel on the changing face of the media following that luncheon.

Sullivan was Assistant to the President for Communications in the White House from July of 2006 through the end of the Bush Administration. In that role, he oversaw message development and communications planning. Sullivan's responsibilities also included oversight of the White House Web site; the rapid response operation; outreach to regional and specialty media; and the production of Presidential events.

White House Chief of Staff Josh Bolten said one of Sullivan's strengths was his "real Main Street perspective" that enabled him to communicate complicated issues in a way that would connect with the American people.

Prior to his time in the White House, Sullivan served as the Senate-confirmed Assistant Secretary for Communications & Outreach at the U.S. Department of Education. According to Secretary of Education Margaret Spellings,

Sullivan "kept the trains running on time, and, more importantly, headed in the right direction."

Before moving to Washington, Sullivan was senior vice president for corporate communications & media relations at NBC Universal. There he aligned strategic communications planning across the company's many divisions and cable networks to effectively position the newly formed company as one of the world's leading media and entertainment companies. Sullivan also led media relations strategy for the company's top executives; represented NBC Universal on a coalition of television networks formed to develop effective anti-piracy messaging; and headed up the corporate events group.

As vice president of communications at NBC Sports, Sullivan led NBC's communications efforts for three Olympic Games and for properties such as the U.S. Open, PGA Tour and Ryder Cup; the National Basketball Association; Major League Baseball; NASCAR; Wimbledon; Notre Dame football; and horse racing's Triple Crown.

Sullivan got his start with the Dallas Mavericks, where he was regarded one of the NBA's top public relations executives. Sullivan was honored five times by the media as the Outstanding Public Relations Director in the NBA's Western Conference and received the NBA's 2004 Splaver/McHugh Tribute to Excellence Award in recognition of his outstanding career performance and service.

Sullivan earned a bachelor of science in management from Purdue University (where he was a student in the sports information office) and a master of arts in mass communication from Iona College in New York. A native of the Chicago area, Sullivan and his wife, Jo Anne, have four children.

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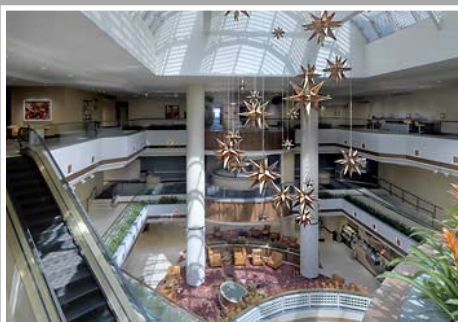
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**Convention Room Rates Available from June 17-June 27.
Dates prior to and after convention are limited.**

Room Rates

For 2 or Less Occupants \$139.00

For 3 or more Occupants \$159.00



Register Online for 2009 CoSIDA CONVENTION TODAY!



CoSIDA is proud to announce Online Registration for the 2009 Convention in San Antonio, Texas is now open!

Through the assistance of Sports Systems, our Official Convention Online Registration Provider, CoSIDA members can register for the Convention online

from now until pre-registration closes on June 1 (Note: there will no longer be paper pre-registration for the convention). Please help the CoSIDA Board prepare for the Convention by registering early!

The protocol for registering for the CoSIDA Convention is now easier than ever. Just have your credit card ready and follow the detailed instructions. If individuals from your school/organization will be paying by separate credit cards, or if you will pay for spouse/children on your own personal credit card, then please create a separate registration for each attendee.

Please visit this link for full details on completing your Convention Registration and Renewing your membership for 2009-10.

http://www.cosida.com/workshops/convention_registration.aspx

SAN ANTONIO'S TOP ATTRACTIONS



There are too many San Antonio attractions to list, but here are some of the big ones.

The Alamo The 300-year-old Mission San Antonio de Valero was the site of a pinnacle battle during the Texas Revolution in March of 1836. Here, 189 Texas defenders held off Mexican General Santa Anna's 4,000 soldiers for thirteen days.

River Walk The San Antonio River is the heart of the country's oldest and most extensive Spanish-colonial water system, having supplied water for the construction of San Antonio's five historic missions. Today, the river still winds its way through the city, defining neighborhoods and offering a landscape of beauty and tranquility to behold from its shady banks. In the city center, the River Walk, or Paseo del Rio, is made up of cobbled walkways, bridges, cafés, shops, restaurants and bars along the river's edge. Its three miles of pathways are a full level below city streets, creating the ambiance of a secluded oasis.

San Antonio Missions National Historic Park Comprised of four out of five San Antonio missions: missions Concepción, San José, San Juan and Espada. Travel from mission to mission on the eight-mile Missions Bike and Hike Trail.

Mission San José San José y San Miguel de Aguayo, the "Queen of the Missions," is the largest mission in San Antonio. Spanish designers, directing workers from the local Coahuiltecan tribe, built the mission in the late 1700s using Texas limestone and brightly colored stucco. At its height, it provided sanctuary and a social and cultural community for more than 300 Indians, and was surrounded by acres of fields and livestock herds. The Works Progress Administration (WPA) almost fully restored it to its original design in the 1930s. The mission church holds a Mariachi Mass on Sundays and has a rose window in the sacristy.

La Villita As San Antonio's first neighborhood, La Villita, "the little village," was originally established by Spanish soldiers stationed at the Alamo. Today it is a historic arts village that houses shops, art galleries and restaurants in Spanish, Mexican, German and French-influenced residences.

SeaWorld San Antonio At 250 acres, it's the largest marine life adventure park in the world. Take in a show with trainers and animals at Shamu Stadium, then set off to explore one of the four individual parks. The Great White is Texas' first inverted steel roller-coaster; the Steel Eel treats riders to bouts of weightlessness; and the Lost Lagoon, the Texas Splashdown and the Rio Loco offer ways to get wet, from wave pools to slides and flumes.

Six Flags Fiesta Texas With eight roller coasters and many more titillating rides, Six Flags Fiesta Texas is an adventure for the entire family. The Fiesta Bay Boardwalk, a 1950s boardwalk with a 90-foot Ferris wheel, is worth a visit even if you're not that into coasters. And with an ensemble of award-winning shows and a layout that embodies the many cultures of Texas, Fiesta Texas is a must experience for any trip to San Antonio.

Tower of the Americas Here's where to go for a panoramic view of San Antonio from 750 feet. Built for the 1968 World's Fair, the tower recently underwent a series of renovations to the observation deck and rotating restaurant at the top; the latter now features upscale dining and a sophisticated bar area. A glass elevator will take you up to the Flags Over Texas observatory, with heart-stopping views all the way. Also brand-new is the Skies Over Texas 4-D ride, a swooping, spectacular tour of life in the Lone Star State.

San Antonio Zoo Forget lions, tigers and bears (oh my! They're here too) – when's the last time you've been up close with a fossa or a white-faced saki?

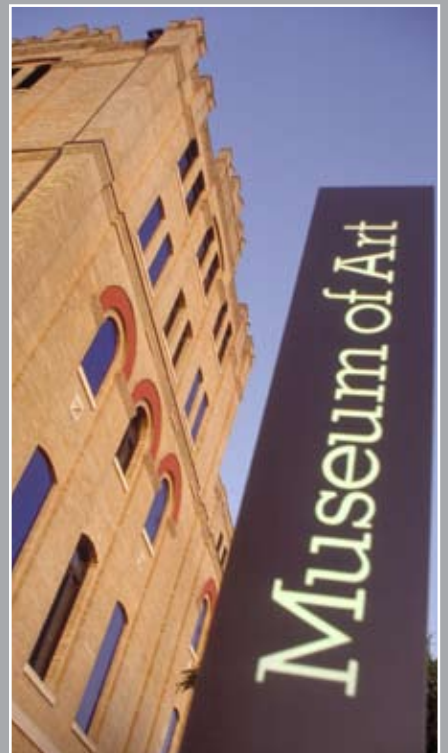
King William Historic District King William is the oldest historic district in Texas. Built by German merchants in the late 1800s, it is made up of elegant mansions, quirky bed and breakfasts, art galleries, restaurants and the Southtown commercial corridor. Its tree-lined streets sweep the south bank of the San Antonio River; on its edges are the Blue Star and Lavaca neighborhoods. You can pick up a self-guided walking tour from the San Antonio Conservation Society.

Witte Museum This family-oriented museum is geared towards experiencing South Texas history, natural science and technology. There are mummies and dinosaurs, Native American pictographs, Fiesta gowns and an EcoLab with living Texas critters – like tarantulas. The museum recently acquired a circus collection, and a hummingbird and butterfly garden sprawls across the backyard. Also out back: the four-story H-E-B Science Treehouse, with hands-on science exhibits that seem to be the biggest hit with kids.

McNay Art Museum Established as the first museum of modern art in Texas, the McNay is renowned for its collection of 19th- and 20th-century European and American art displayed in a gorgeous Mediterranean villa and courtyard.

San Antonio Museum of Art Its 30,000-square-foot Nelson A. Rockefeller Center for Latin American Art, houses the most comprehensive collection of Latin American art in the country. Its collection of Egyptian, Greek and Roman antiquities, European and American paintings, and Asian and contemporary art is the most extensive in the region. Events include tea ceremonies and meditation workshops. Plus, it's housed in the turn-of-the-century building that once was the Lone Star Brewery. How cool is that?

Buckhorn Saloon & Museum This 120-year-old saloon is a repository for real-deal cowboy and Old West history, as well as a strange but extensive horn, fin and feather collection. You used to be able to trade a deer antler (or horn, fin or feather) for a shot; now only U.S. dollars will do.



CoSIDA



Offers Scholarship Opportunities

From **Paul Just**, Chair
CoSIDA Scholarship Committee

CoSIDA has been supporting the education and professional preparation of deserving young people interested in careers in college sports information for nearly 30 years.

The program began with the award of a post-graduate scholarship in 1981 and additional awards to assist undergraduates with scholarship aid, along with a graduate internship program directed at sports information offices with little or no help, were added in 1999. To date, more than 80 awards, benefiting some 78 deserving individuals at some threescore institutions, have been awarded.

CoSIDA will award five grants, totaling \$25,000 in aid, for the 2009-10 school year—two post-graduate scholarships (the Wiley Smith and the CoSIDA Post-Graduate Scholarships) valued at \$5,000 each; two undergraduate scholarships (the Fred Nuesch-Dave Wohlhueter Scholarships) valued at \$2,500 each; and, the CoSIDA Graduate Internship (\$10,000).

Applications for CoSIDA's 2009-10 awards are included in The Digest. Please share the scholarship applications with qualified individuals in your offices and encouraged those potential SID professionals to apply as soon as possible.

And, SID's who qualify for graduate internship assistance, please review that application and submit it as soon as possible.

If there are any questions, etc., contact one of the following members of the Post-Graduate Scholarship Committee:

- > **Brian Fremund** (South Alabama), Vice-Chair (Post-Graduate Scholarships)
bfremund@usouthal.edu; 251-414-8032
- > **Brian Gunning** (US Military Academy), Vice-Chair (Graduate Internship Grant)
brian.gunning@usma.edu; 845-938-6871
- > **Carol Hudson** (Old Dominion), Vice-Chair (Undergraduate Scholarships)
chudson@odu.edu; 757-683-3372
- > **Paul Just** (Western Kentucky), Chair
paul.just@wku.edu; 270-792-4247



2009-10 CoSIDA Graduate Internship Grant Application

The CoSIDA Internship Grant Program is designed to assist member institution sports information offices with funds to support the addition of graduate internships. There will be one CoSIDA Graduate Internship Grant awarded for the 2009-10 school year, providing \$10,000 for a ten-month appointment.

Basic information:

1. **Applying SID** must submit this application form, along with a one-page *declaration of need* outlining the personnel structure of his/her office including the following information:
 - list of all paid employees (full-time, part-time, interns, GAs, students) by position
 - number of varsity sports covered
 - reasons for requesting consideration for this grant
 - any additional support information
2. The intern selected by the winning school must be a college graduate. It is the hiring SID's responsibility to see that the intern meets this criteria.
3. The intern's name, address and social security number must be provided -- along with an affidavit from the supervising SID (verifying the intern's commitment to the SID office) -- prior to the beginning of the ten-month appointment. The \$10,000 grant will be paid in two \$5,000 installments, with the first sent approximately September 15 and the second in January. A second affidavit must be submitted by the supervising SID to authorize the release of the final installment. Payment will be made directly to the individual hired by the SID office awarded grant assistance.
4. An institution may receive a CoSIDA Internship Grant **one time** in any three-year period.
5. CoSIDA Internship Grants are available **only** to sports information offices **without** paid graduate or undergraduate interns. Applications must be complete and thorough to be considered.

GENERAL INFORMATION	Date of Application _____
	Applying SID's Name _____
	School _____
	Mailing Address _____ _____
	E-Mail Address _____
	Office Telephone _____ Office Fax _____

Signature of SID _____

**SUBMIT THIS APPLICATION AND
ACCOMPANYING DECLARATION OF NEED TO:**

Brian Gunning, Assistant AD
for Athletic Communications
United State Military Academy
639 Howard Road
West Point, NY 10996

CoSIDA is committed to providing opportunities for minorities/women interested in careers in the sports information profession.

APPLICATION DEADLINE: APRIL 13, 2009

2009-10 CoSIDA Post-Graduate Scholarship Application

The CoSIDA Post-Graduate Scholarship Program is designed to assist outstanding students in sports information offices who have expressed an interest in pursuing a career in collegiate sports information and who require some financial assistance for their education. There will be two \$5,000 Post-Graduate Scholarships — The **CoSIDA Scholarship** and the **Wiley Smith Scholarship** — awarded for the 2009-10 school year.

Basic qualifications:

1. A minimum cumulative GPA of 3.00 (on a 4.00 scale) for all undergraduate (*and graduate, if applicable*) academic work to date.
2. An intention to pursue a career in sports information (*must be active in sports information office at graduate institution*).
3. Proof of enrollment in the graduate school of the student's choice before funds will be released (see terms and conditions below).
4. Winners must be college graduates prior to the beginning of the fall, 2009, term, with projected date of completion of graduate work no sooner than the end of the spring, 2010, term (May or June, depending on the respective school's academic calendar)

Terms and conditions:

1. There will be two scholarships (the \$5,000 **CoSIDA Scholarship** and the \$5,000 **Wiley Smith Scholarship**) awarded for the 2009-10 school year. The scholarships will be allocated as follows: \$2,500 in September, \$2,500 in January.

GENERAL	Date of Application _____
	Applicant's Name _____
	Home Address _____

	E-mail Address _____
	_____ @ _____
	Social Security # _____
	Campus/Cell Phone _____
	Permanent Phone _____

SCHOOL	Undergrad. School _____
	Major(s) _____
	Degree Date _____
	Overall GPA (4.0 scale) _____
	Graduate School _____
	Major(s) _____
	Grad GPA to date _____
	Anticipated Date of Graduate Degree _____

FINANCIAL INFORMATION	Do your parents provide support in financing your education? (<i>circle one</i>)	Yes	No		
	If "Yes," to what degree (<i>circle one</i>)	\$0 - \$999	\$1,000 - \$4,999	\$5,000 - \$9,999	\$10,000 +
	If "Yes," please provide <i>parents'</i> adjusted gross income from 2008 IRS Form 1040 <i>and total federal income tax paid</i> below.				
	If "No," please provide <i>your</i> adjusted gross income from 2008 IRS Form 1040 <i>and total federal income tax paid</i> below.				
	Adjusted Gross Income (AGI) _____	Total Federal Income Tax Paid _____			
	Value of other income sources available for graduate school in the 2009-10 school year				
	Assistantships _____	Scholarships _____	Tuition Waivers _____		
	Stipends _____	Other Sources _____			
	(Explain "Other Sources": _____)				
	Educational costs for the 2009-10 school year	Tuition _____	Books _____	Other (<i>fees, etc.</i>) _____	
	Housing _____				

I hereby certify that the information provided is true and accurate to the best of my knowledge:

Signature of Applicant _____

(If a Dependent, Signature of Parent of Guardian) _____

APPLICATION CHECKLIST

(The following items MUST be included with this application form for the applicant to be considered)

- ____ Head and shoulders photo
- ____ Personal resume
- ____ Declaration of Scholarship Need (*separate sheet*)
- ____ Letter of Recommendation from current/most recent sports information supervisor
- ____ Letter from graduate school confirming the applicant's employment there
- ____ Up-to-date **certified** transcript of *all* undergraduate and graduate work completed
- ____ A *maximum of three* work samples -- news releases, publications, etc. (*no more than two publications, accompanied by a description of your involvement in each project*). No audio/video tapes, please.

MAIL APPLICATION AND ACCOMPANYING MATERIALS TO:

Brian Fremund, Assistant AD
for Media Relations
University of South Alabama
1209 Mitchell Center
Mobile, AL 36688

APPLICATION DEADLINE: APRIL 20, 2009

2009-10 CoSIDA Undergraduate Scholarship Application

The CoSIDA Undergraduate Scholarship Program is designed to assist outstanding undergraduate students in sports information offices who have expressed an interest in pursuing a career in collegiate sports information and who require financial assistance for their education. There will be two \$2,500 undergraduate scholarships — the **Fred Nuesch-Dave Wohlhueter Scholarships** — awarded for the 2009-10 school year.

Basic qualifications:

1. A minimum cumulative GPA of 3.00 (on a 4.00 scale) for all undergraduate academic work to date.
2. Undergraduate classification as a senior or junior for the 2009-10 school year.
3. An interest to pursue a career in sports information.
4. Proof of enrollment at the school of the student's choice before funds will be released (*see terms and conditions below*).
5. Winners must be undergraduates, with projected date of graduation no sooner than the end of the spring, 2010, term (May or June, depending on the respective school's academic calendar)

Terms and conditions:

1. There will be two scholarships — the **Fred Nuesch-Dave Wohlhueter Scholarships** — awarded for the 2009-10 school year.
2. There is a limit of one scholarship per institution per year.
3. The scholarships will be allocated as follows: \$1,250 in September, \$1,250 in January

GENERAL	Date of Application	_____
	Applicant's Name	_____
	Home Address	_____

	E-mail Address	_____
		@ _____
	Social Security #	_____
	Campus/Cell Phone	_____
Permanent Phone	_____	

SCHOOL	School	_____
	Major(s)	_____

	Minor(s)	_____

	Overall GPA (4.0 scale)	_____
Anticipated Date of Graduation	_____	

FINANCIAL INFORMATION	Do your parents provide support in financing your education? (<i>circle one</i>)	Yes	No
	If "Yes," please provide <u>parents'</u> adjusted gross income from 2008 IRS Form 1040 <i>and total federal income tax paid</i> below.		
	If "No," please provide <u>your</u> adjusted gross income from 2008 IRS Form 1040 <i>and total federal income tax paid</i> below.		
	Adjusted Gross Income (AGI)	_____	Total Federal Income Tax Paid _____
	Value of any other income sources available to you for your education in the coming year (assistantships, grants, tuition waivers, other stipends, etc. -- please <u>note dollar value</u> and <u>explain source</u> briefly <i>for each applicable item.</i>)		

	Educational costs for the 2009-10 school year	Tuition _____ Housing _____	Books _____ Other (<i>fees, etc.</i>) _____

I hereby certify that the information provided is true and accurate to the best of my knowledge:

Signature of Applicant _____

(If a Dependent, Signature of Parent or Guardian) _____

Signature of Nominating SID _____

APPLICATION CHECKLIST

(The following items MUST be included with this application form for the applicant to be considered)

- ___ Head and shoulders photo
- ___ Personal resume
- ___ Letter of Recommendation from sports information supervisor
(to include description of need, qualifications/experience, potential in profession, etc.)
- ___ Up-to-date **certified** transcript of all undergraduate and graduate work completed
- ___ A *maximum of three* work samples -- news releases, publications, etc.
(no more than two publications, accompanied by a description of your involvement in that project). No audio/video tapes, please.

<p align="center">MAIL APPLICATION AND ACCOMPANYING MATERIALS TO: Carol Hudson, SID Old Dominion University Athletic Administration Building, Room 124 Norfolk, VA 23529-0201</p>
--

APPLICATION DEADLINE: MAY 11, 2009

DOUG IRELAND

Veteran Northwestern State SID Honored by National Football Foundation

Veteran Northwestern State sports information director Doug Ireland will be presented the “Distinguished American Award” by the S.M. McNaughton Chapter of the National Football Foundation and College Hall of Fame during the group’s annual Scholar-Athlete Banquet at East Ridge Country Club.

The Distinguished American Award is given to an outstanding person who has maintained and made a significant contribution to the betterment of amateur football. A few of the chapter’s past Distinguished American Award recipients include CBS Sports announcer Tim Brando, northwest Louisiana chapter namesake Milton McNaughton, longtime LSU SID Paul Manasseh and northwest Louisiana Fellowship of Christian Athletes leader Terry Slack.

New Demons football coach Bradley Dale Peveto will introduce Ireland, who is an assistant athletic director at NSU and has been SID since January 1989. Ireland also serves in the volunteer capacity as chairman of the



Louisiana Sports Hall of Fame, a post he has held since April 1991. The Hall of Fame is partnering with the Louisiana State Museum system on an \$18 million construction project in downtown Natchitoches with a 27,500-square foot building projected for completion late next year, housing the Hall of Fame and the existing Old Courthouse Museum in Natchitoches.

Ireland has won dozens of awards from the College Sports Information Directors of America and the Louisiana Sports Writers Association for

his work, including a national first-place award for the Demons’ 1992 football media guide and a national second-place writing honor for a 1997 profile of legendary Demons’ two-sport All-American Joe Delaney.

He engineered a 1994 campaign that resulted in Demons’ offensive tackle Marcus Spears becoming one of 10 semifinalists for the Outland Trophy, awarded to college football’s top lineman. Spears also became only the second player from Division I-AA (now the Division I Football

Championship Subdivision), along with Jerry Rice in 1986, to make the 24-man All-America team chosen by the Football Writers Association of America, a distinction that continues to stand.

Among those who have worked under Ireland are Southland Conference associate commissioner Bruce Ludlow, Kansas State SID Kenny Lannou, Association of Tennis Professionals media relations director Greg Sharko, Sports Business Daily media relations manager Bill Magrath, NSU assistant athletic director for compliance Dustin Eubanks, Lamar assistant athletic director Daucy Crizer, Henderson State SID Troy Mitchell, former Southeastern Louisiana SID Dart Volz, former LSU assistant SID Melissa Foley, former Baylor assistant SID Dr. Thomas Newsom, now president of the Art Institute of Austin; former Lamar assistant SID Erik Cox, Mike Morrison, co-editor of the ESPN Information Please Almanac, and current NSU associate SID Matthew Bonnette.

Ireland played high school football for a Class AA state finalist team coached by Don Shows in 1977 at Jonesboro-Hodge High School, where he was student body president and an all-district baseball player. He was editor of the NSU student newspaper “Current Sauce” and a student government senator during his undergraduate days at Northwestern, and also worked for The (Shreveport) Times, the Alexandria Town Talk, the Natchitoches Times and on SID

staffs at Louisiana-Lafayette and Louisiana-Monroe prior to returning to his alma mater in 1989.

Caddo Parish School Board athletics director Alan Carter, formerly a highly successful high school football coach, will receive the chapter’s “Contribution to Amateur Football Award.” Among past recipients of that award are Eddie Robinson, Joe Ferguson, Charlie Brown, Tony Sardisco and Doug Williams – all members of the Louisiana Sports Hall of Fame.

The National Football Foundation was established in 1947 with the mission to promote and develop the power of amateur football in developing the qualities of leadership, sportsmanship, competitive zeal and the drive for academic excellence in America’s young people.

The S. M. McNaughton Chapter started giving scholarships in 1980 and

since 2000 the Chapter has given over \$22,500 in scholarship awards to local high school football scholar-athletes. Each scholar-athlete nominee is ranked utilizing a 40/40/20 system ranking their academic accomplishments, athletic performance and their leadership within their local communities.

This year, the chapter is presenting seven \$500 scholarships to Calvary Baptist Academy’s Hayden Slack, Cedar Creek’s Drew Antony, C.E. Byrd High School’s Conner Jenkins and Drew Ullmer, Haughton High School’s, Clay Haynie, Loyola College Prep’s John Montgomery, and Winnfield Senior High School’s Andrew Steven Bates.



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Virtual Pressbox™ & America's College Scoreboard™ this Fall.

GAME DAY CHECKLIST™ From: 08/15/2008 - To: 08/15/2008 Apply

Sports	Game Date	Opposing Team	Game Time	Status	Action
Soccer (W)	Jul. 15, 2008	Nebraska (E)	11:00 AM ET	Final (28-7) (W)	Edit Score
Football (M)	Jul. 16, 2008	@Alabama	6:00 PM ET	Final (31-41) (L)	Edit Score
Soccer (W)	Jul. 21, 2008	TBD (E)	10:00 AM ET	Final (0-3) (L)	Edit Score
Cross Country (W)	Jul. 30, 2008	2008 Hawaiian Tropic Country Pacific Series			
Soccer (M)	Jul. 31, 2008	@ Mississippi (E)			
Football (M)	Aug. 26, 2008	Kentucky (E)			
Volleyball (W)	Sep. 15, 2008	Geneva			
Soccer (W)	Sep. 25, 2008	Adelphi			
Football (M)	Sep. 29, 2008	Tennessee (E)			
Cross Country (M)	Sep. 30, 2008	Auburn Invitationals			
Basketball (M)	Sep. 30, 2008	@ George Washington (E)			
Football (M)	Oct. 10, 2008	@ Florida			
Football (M)	Oct. 15, 2008	Tulsa			
Volleyball (M)	Oct. 17, 2008	@TBD			
Football (M)	Oct. 15, 2008	Louisiana State			
Soccer (W)	Oct. 25, 2008	Nebraska (E)			
Cross Country (W)	Nov. 1, 2008	2008 Halloween Super Regionals			
Football (M)	Nov. 27, 2008	@ Notre Dame			
Cross Country (M)	Dec. 25, 2008	Open Invitationals			

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Game Day Cross Country (M) Cross Country (W) Football (M) Soccer (W) Volleyball (W)

CF SCORES & SCHEDULES

Schedule	Scores	Standings
Date	Game	Time/Result
Sep. 20. 08	Fordham Rams	12:30 AM ET
Sep. 27. 08	@ Towson Tigers	3:00 PM ET
Oct. 11. 08	Lafayette Leopards	12:30 AM ET
Oct. 18. 08	@ Penn Quakers	7:05 PM ET
Oct. 25. 08	Dartmouth Big Green	12:30 AM ET
Nov. 01. 08	@ Yale Bulldogs	12:30 AM ET
Nov. 01. 08	@ Harvard Crimson	7:05 PM ET
Nov. 15. 08	Cornell Big Red	12:30 AM ET
Nov. 22. 08	@ Brown Bears	12:30 AM ET

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COSIDA

2009 Publications Contest

ENTRY INFORMATION

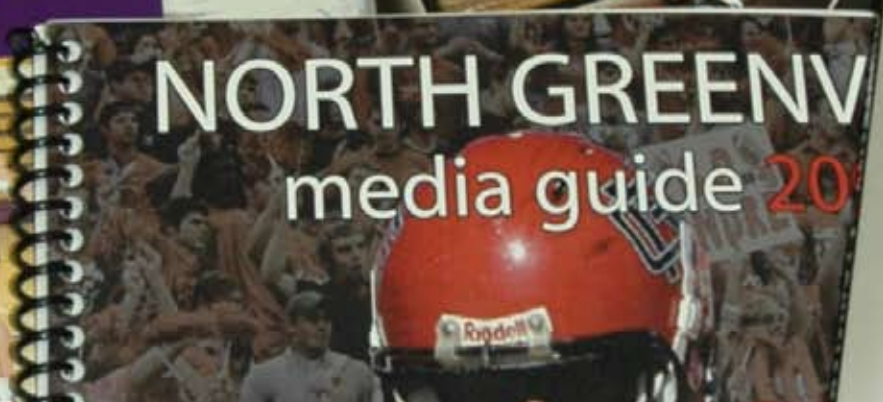
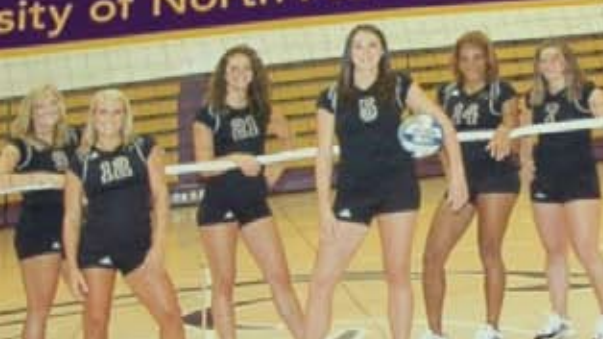
GUIDE 2008



UNIVERSITY
2008 MEDIA



University of North Alabama



2009 Publications Contest Entry Information

Baseball Guides/A	3	March 30	Joe Monaco	Texas Christian University, TCU Box 297600, Fort Worth, TX 76129
Baseball Guides/B, C	3	March 30	Deanna Werner	University of Arkansas, Women's Comm., 131 Barnhill Arena, Fayetteville, AR 72701
Single-Sport Game Programs/A, B, C3*	3	March 30	Sarah Meier	Rocky Mountain Athletic Conference, 1867 Austin Bluffs Parkway, Suite 110, Colorado Springs, CO 80918
Softball Guides/A	3	March 30	Tyler Cundith	Johnson Co. Community College, 12345 College Blvd., Overland Park, KS 66210
Softball Guides/B, C	3	March 30	Aaron DeWall	University of Nevada, Mail Stop 232, Reno, NV 89557-0110
Men's Golf Guides/A, B, C	3	March 30	Ryan Maurer	Wittenberg University, 200 W. Ward Street, P.O. Box 720, Springfield, OH 45501-0720
Women's Golf Guides/A, B, C	3	March 30	Dave Beyer	Benedictine University, 5700 College Road, Lisle, IL 60532-0900
Men's Track & Field Guides/A	3	March 30	Steve Marovich	Carthage College, 2001 Alford Park Drive, Kenosha, WI 53140
Women's Track & Field Guides/A	3	March 30	Patrick Stewart	SUNY Plattsburgh Memorial Hall 110, 101 Broad Street, Plattsburgh, NY 12901-2681
M/W Track & Field Guides/B, C	3	March 30	Chris Thompson	Univ. of Puget Sound, 1500 North Warner, CMB 1044, Tacoma, WA 98416
Lacrosse Guides/A, B, C	3	March 30	Chris Harrell	Texas A&M, P.O. Box 30017, College Station, TX 77842-3017
Men's Tennis Guides/A	3	March 30	Derek Smolik	St. Mary's University, One Camino Santa Maria, Box 8, San Antonio, TX 78228-8508
Women's Tennis Guides/A	3	March 30	Micah McDaniel	California Baptist University 8432 Magnolia Avenue, Riverside, CA 92504
M/W Tennis Guides/B, C	3	March 30	Mekale Jackson	St. John's University 8000 Utopia Parkway, Carnesecca Arena 157, Queens, NY 11439
Single Sport Guides/A, B, C	3	March 30	Ernie Larossa	Johns Hopkins University, Athletic Center, 3400 N. Charles Street, Baltimore, MD 21218
Multi-Sport Guides/A, B, C	3	March 30	Dain McKee	Sports Information, College of Wooster, Galpin Hall, Room 18, 1189 Beall Avenue, Wooster, OH 44691
Postseason Guides/A, B, C	3	March 30	Eric Burdick	Cal Poly-San Luis Obispo, Mott Gym, Rm. 123, 1 Grand Avenue, San Luis Obispo, CA 93407-0388
Fall Sports Posters/A	3	March 30	Paul Welker	Alfred State College, 10 Upper Campus Drive, Alfred, NY 14802
Winter Sports Posters/A	3	March 30	Ronnie Zamora	UT Brownsville, 80 Fort Brown, Brownsville, TX 78520
Spring Posters/A	3	March 30	Bruce Unrue	University of Texas-Dallas, 2601 N. Floyd, AB 10, Richardson, TX 75080
Posters/B, C	3	March 30	Troy Mitchell	Henderson State University, 1100 Henderson St., Box 7630, Arkadelphia, AR 71999-0001
Special Event Programs/A, B, C	3	March 30	Brandon Bronzan	Sonoma State University, 1801 E. Cotati Avenue, Rohnert Park, CA 94928
Conference Guides/A, B, C	3	March 30	Patty Constantin	Our Lady of the Lake University UWAC Room 107, 411 S.W. 24th Street, San Antonio, TX 7820

* - these entries require three copies of three different issues of the programs from the same year

2008-09 Coordinator Assignments & Deadlines

		Entry Deadline	Results Due to Chair*
FALL I CONTEST VICE CHAIR - Kevin Buerge (NCAA)			
Football Guides/IA	Ameer RasheedAlabama State	Dec. 1	Feb. 1
Football Guides/IAA	Chris MyersUVA Wise	Dec. 1	Feb. 1
Football Guides/B	Mat KananWestern Michigan	Dec. 1	Feb. 1
Football Guides/C	Sean CartellFlorida	Dec. 1	Feb. 1
Women's Volleyball Guides/A	Logan LawrenceSt. Edward's	Dec. 1	Feb. 1
Women's Volleyball Guides/B	Patrick PiersonSt. Bonaventure	Dec. 1	Feb. 1
Women's Volleyball Guides/C	Rich MoserEastern Illinois	Dec. 1	Feb. 1
FALL II CONTEST VICE CHAIR - Chad Grubbs (Hardin-Simmons)			
Men's Soccer Guides/A	Patrick MooreMadonna	Dec. 1	Feb. 1
Men's Soccer Guides/B,C	Tina PriceOld Dominion	Dec. 1	Feb. 1
Women's Soccer Guides/A	Jeff SuttonHouston Baptist	Dec. 1	Feb. 1
Women's Soccer Guides/B,C	Ben TaylorIllinois	Dec. 1	Feb. 1
Cross Country Guides/A,B,C	Richard Acosta . .Texas-Permian Basin	Dec. 1	Feb. 1
Football Programs/IA	Gene CassellWashburn	Dec. 1	Feb. 15
Football Programs/IAA	Kelly VerginSUNY Brockport	Dec. 1	Feb. 15
FALL III/WINTER I CONTEST VICE CHAIR - Jeri Thorpe (Arkansas)			
Football Programs/B	Paul CapobiancoWisconsin	Dec. 1	Feb. 15
Football Programs/C	Oralia Washington . . .N.C. Central	Dec. 1	Feb. 15
Men's Basketball Guides/A	Francis Tommasino . . .C. Newport	Jan. 15	March 15
Men's Basketball Guides/B	Ryan FinneyUCLA	Jan. 15	March 15
Men's Basketball Guides/C	Kevin ConwayUW Milwaukee	Jan. 15	March 15
Swimming Guides/A,B,C	Phil HessStony Brook	Jan. 15	March 15
Men's Ice Hockey Guides/A,B,C	Kristene KellyJohnson C. Smith	Jan. 15	March 15
WINTER II CONTEST VICE CHAIR - Cindy Fotti (Columbia College)			
Women's Basketball Guides/A	Terry OwensBeloit	Jan. 15	March 15
Women's Basketball Guides/B	Josh LeiboffKutztown	Jan. 15	March 15
Women's Basketball Guides/C	Jason YellinMassachusetts	Jan. 15	March 15
Wrestling Guides/A,B,C	Joe WasiliukVirginia Wesleyan	Jan. 15	March 15
Gymnastics Guides/A,B,C	Blake FreelandCharleston So.	Feb. 15	April 15
Men's Basketball Programs/A, B, C	Joe Guistina . .South Carolina Upstate	Feb. 15	April 15
Women's Basketball Programs/A,B,C	Steve FieldNebraska-Omaha	Feb. 15	April 15
SPRING I CONTEST VICE CHAIR - Margaret Belch (Miami)			
Baseball Guides/A	Joe MonacoTexas Christian	March 30	May 30
Baseball Guides/B,C	Deanna WernerArkansas	March 30	May 30
Single-Sport Programs/A, B, C	Sarah Meier .Rocky Mtn.Ath. Conf.	March 30	May 30
Softball Guides/A	Tyler CundithJohnson Co. CC	March 30	May 30
Softball Guides/B, C	Aaron DeWallNevada-Reno	March 30	May 30
Men's Golf Guides/A, B, C	Ryan MauerWittenberg	March 30	May 30
Women's Golf Guides/A, B, C	Dave BeyerBenedictine	March 30	May 30
Men's Track & Field Guides/A	Steve MarovichCarthage	March 30	May 30
Women's Track & Field Guides/A	Patrick Stewart .SUNY Plattsburgh	March 30	May 30
M/W Track & Field Guides/B, C	Chris ThompsonPuget Sound	March 30	May 30
Lacrosse Guides/A,B,C	Chris HarrellTexas A&M	March 30	May 30
SPRING II CONTEST VICE CHAIR - Rich Herman (Clarion)			
Men's Tennis Guides/A	Derek SmolikSt. Mary's (Texas)	March 30	May 30
Women's Tennis Guides/A	Micah McDanielCal Baptist	March 30	May 30
Men's & Women's Tennis Guides/B,C	Mekale JacksonSt. John's	March 30	May 30
Single Sport Guides/A,B,C	Ernie LarossaJohns Hopkins	March 30	May 30
Multi-Sport Guides/A,B,C	Dain McKeeWooster	March 30	May 30
Postseason Guides/A,B,C	Eric Burdick .Cal Poly San Luis Obispo	March 30	May 30
Fall Sports Posters/A	Paul WelkerAlfred State	March 30	May 30
Winter Sports Posters/A	Ronnie ZamoraUT Brownsville	March 30	May 30
Spring Posters/A	Bruce UnrueTexas-Dallas	March 30	May 30
Posters/B/C	Troy MitchellHenderson State	March 30	May 30
Special Event Programs/A,B,C	Brandon BronzanSonoma State	March 30	May 30
Conference Guides/A,B,C	Patty Constantin . .Lady of the Lake	March 30	May 30

2008-09 CoSIDA Publications Contests 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 (circle): A B C CoSIDA Dist. (1-8) _____

Institution: _____

E-mail Address: _____

National Affiliation: _____

Conference (for entered sport): _____

Is this sport an Independent? [circle] Yes No

Was the COVER designed by an outside agency (non-SID, non-university) [circle] 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?

Cindy Fotti

HAD A LONG JOURNEY TO GET HERE

by Bill Clark

Columbia Daily Tribune

Cynthia Nicole Fotti will be 27 years old tomorrow - an award-winning survivor from Winnipeg, Manitoba, who has become a vital part of the growth of Columbia in general and Columbia College in particular.

So what does Cindy Fotti want for her birthday? A badminton court and someone to share her passion for the shuttlecock.

Cindy, now the Columbia College assistant director of athletics, media relations and compliance, came to Columbia College in the fall of 2002 from Winnipeg by way of Three Rivers Community College in Poplar Bluff to play softball.

From an unknown from River East High School in Winnipeg's North Kildonan section, Cindy has compiled an impressive list of achievements, which was highlighted recently when she was honored as the "Mentor of the Year" by the Women's Intersport Network.

The award goes on her mantel alongside the National Association of Intercollegiate Athletics service award for supervising 400 volunteers at the 2007 NAIA national volleyball championships at Southwell Gym, the 2008 National College Rising Star award given by the College Sports Information Directors of America and her all-tournament award as the best second baseman in the 2004 NAIA national softball championships.

A five-sport star in high school, Cindy is still hoping to find a badminton partner so she can win national honors in that sport as well.



A note to her boss, Athletic Director Bob Burchard: it was 40 years ago that Columbia College president Merle Hill built a foundry for a sculptor-race walker named Larry Young who then brought fame to the Cougars with a bronze medal in the Olympic Games' 50-kilometer walk and even greater fame as a sculptor.

Hey, Robert, you surely can find room for a badminton court and a chance for Cindy to make Columbia College the badminton center of the nation.

Cindy Fotti is who she is through self-discipline and steely determination.

At River East High, she played basketball, volleyball and field hockey, ran all the races in track

from 100 to 800 meters and added club softball by the time she was four years old. Her folks wouldn't let her play ice hockey, and badminton was only for picnics.

Cindy's world came crashing down as a junior when a blood vessel burst in her left eye. The prognosis: She would never play sports again. Next came surgery, sleeping with her head down, steely determination — and recovery. She regained 60 percent of her vision and switched from hitting right-handed to swinging from the left side. "I still hit right-handed in slow-pitch softball," she says.

The father of a school opponent recommended Cindy, who was headed to the University of Manitoba on a track scholarship, to the staff

at Three Rivers. “It was a 21-hour drive, and I got pretty lonely, but I wanted to play in the U.S.” And play she did — volleyball, basketball and softball, dropping basketball after a year. She concentrated only on softball at Columbia College.

Cindy was having a great season as a Cougar junior, leading her team in batting averages, when she tore her anterior cruciate ligament in a collision at home plate.

“Since I had been in high school, I always wore a good luck charm around my ankle. After the collision, I was horrified to find out that I had left my charm in the locker. I can assure you it is in place as we speak.”

Cindy’s knee was repaired in mid-May, and she spent the summer at home rehabbing and working at her usual summer job in Winnipeg’s Elmwood Cemetery. “Best job I ever had,” she says. I’m really good with a weed whacker.”

After helping the Cougars to fifth place in the nation in 2004, Cindy stayed at Columbia College, earned a bachelor’s degree in interdisciplinary studies in 2005 and a master’s in education in 2006, worked a year as a graduate assistant and learned the ropes from Amber Cox, who moved on to become director of marketing for the WNBA’s Phoenix Mercury. She joined the full-time staff in the summer of 2006.

It was in April 2006, that Cindy joined “Team in Training,” an organization to raise money for the Leukemia & Lymphoma Society by running a marathon. She trained hard, signed up an army of sponsors and added to the total by finishing the St. Louis marathon. She since has done three marathon relays and four half-marathons and is the area Team in Training coach.

Cindy is proud of the Rising Star Award. “It goes to one NCAA Division I person and to one other in all other levels of collegiate sports. Just two of us.”

Now comes the WIN award with the notation that “Cindy is an incredible mentor, coach, encourager, motivator, cheerleader and friend to all. She gives support and confidence to all that they can really make it to the finish line.”

Now — about that badminton career.



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FRED GRAHAM

NORTH TEXAS HALL OF FAME SID DIES

Fred Graham, North Texas' first sports information director, died on February 24 following a lengthy illness. He was 74.

Graham is the only sports information director to be named to the North Texas Athletics Hall of Fame and one of the pioneers of the industry. He became the school's first sports information director in 1959 and assumed that position until 1981 when he retired.

"The University of North Texas owes a debt of gratitude to Fred Graham for his service and dedication to Mean Green athletics," Director of Athletics Rick Villarreal said. "He was a proud alum who spoke highly of the University whether reporting on North Texas athletics or sharing his stories about the Mean Green at numerous events throughout the Metroplex. We would also like to thank his wife Sidney who strongly supported Fred throughout his career and continues his legacy."

Graham was very well respected among his peers and among members of the local and national media. He was instrumental in creating much of the early excitement for North Texas athletics through his effort in publicizing some of the most successful teams in school history. His wife Sidney is credited with originating the nickname Mean Green after using it spontaneously in 1967 in reference to the defensive unit of the football team that was led by All-American "Mean" Joe Greene.

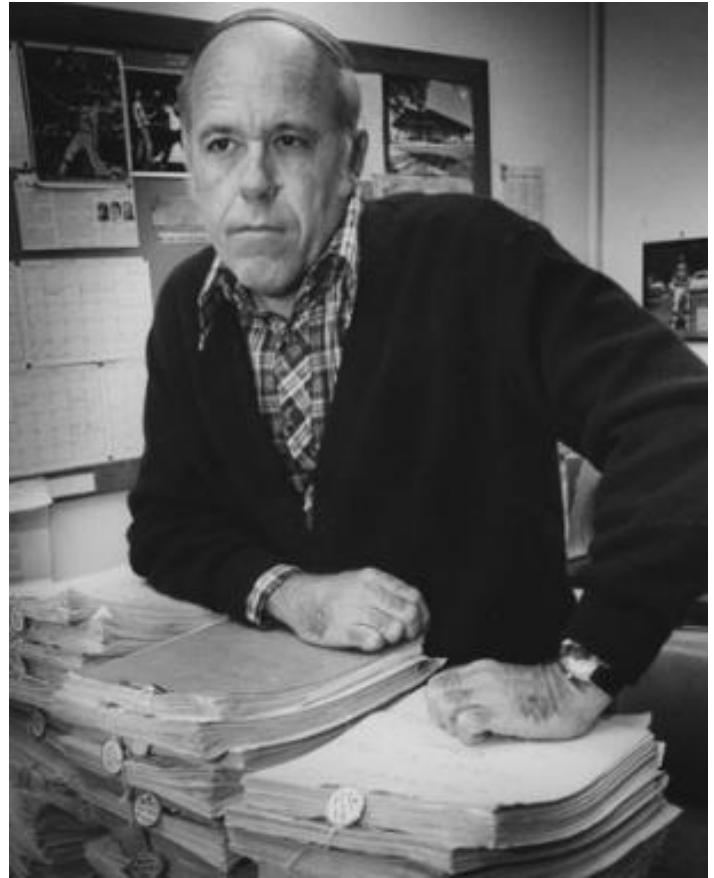
"Some of the best years ever for me in the newspaper business were the late 60s and early 70s, covering the North Texas State Eagles, also known as the Mean Green," longtime newspaper columnist Randy Galloway said. "A large part of that enjoyment involved a working relationship and friendship that evolved with Fred. Only the memories remain, but those memories are forever good, thanks to Fred."

Graham also initiated and produced the first weekly television program highlighting North Texas athletics. His influence in that project has extended more than 40 years and can still be measured today in the "Mean Green Insider" which is currently produced each week by the athletics department. He has always been recognized as the leading historian of North Texas athletics and served on the Athletics Hall of Fame committee for several years after his retirement.

"Fred will always be considered the preeminent sports information director in North Texas history," Associate Director of Athletics for Media Relations Eric Capper said. "He was a tremendous resource to this office and the foundation of excellence that he established

for the profession is not lost on any of us that have followed in his footsteps. Young people in this business could learn a lot from his passionate approach to the job. He was the consummate professional and he will always be held in high regard."

In the early years of sports information, Graham established the benchmark of professionalism that was emulated by many in the business. His abilities were recognized by media professionals outside the university setting while he worked in various capacities throughout the region. He had more than 20 years of service with the Dallas Cowboys, assisting with their media efforts. He was also a longtime press aid with the Cotton Bowl Classic as well as the Byron Nelson and Colonial golf tournaments. He also served as the General Manager of the Texas Sports Hall of Fame for 13 years.



The list of student-athletes that Graham worked with and helped promote their career is like reading a literal "Who's Who" of Mean Green sports history. Joe Greene, Abner Haynes, Cedric Hardman, Steve Ramsey and Ron Shanklin are just a few North Texas Hall of Famers that earned national recognition thanks in large part to the effort of Graham.

His meticulous record keeping and innate knowledge of sports was recognized when he was chosen by the NCAA as one of just 23 sports information directors to lead the effort in the first computerized reporting of statistics. The information that he provided in early North Texas media guides was considered revolutionary for the time and set the standard for many sports information departments throughout the nation.

Graham was a 1957 graduate of North Texas and was inducted to the Athletics Hall of Fame in 1996. He is still the only sports

information director and one of very few non-athletes or coaches to be included in that prestigious fraternity. During the induction ceremony Graham was quoted as saying "Everything that I have done in my professional career has been in an effort to bring positive publicity to this school that I dearly love."

Young people in this business could learn a lot from his passionate approach to the job. He was the consummate professional and he will always be held in high regard.

- Eric Capper



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CoSIDA Community GOES ONLINE . . .

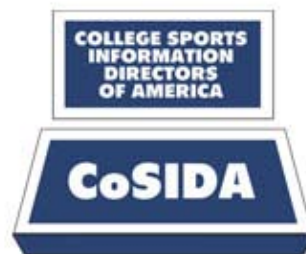
We are pleased to announce the new online CoSIDA Community, developed with our corporate partner, College Fanz™ Sports Network. This exciting and valuable website, which is only available to CoSIDA members, provides a secure, password-protected environment in which all of CoSIDA can continue dialogue and discussions beyond our annual CoSIDA Convention.

CoSIDA Community has a wealth of tools and features, including discussion threads on a variety of topics, a growing CoSIDA Document Repository and an archive of pertinent SID articles, as well as blogs, polls and articles written by members on various issues that affect an SID both personally and professionally.

As a professional membership organization, it is imperative that our membership communications online are conducted in a secure environment. This joint venture, under the leadership of 2008-2009 CoSIDA President Nick Joos, CoSIDA Executive Director John Humenik, and CoSIDA's Director of Online Services, Jamie Joss in conjunction with the team at College Fanz, has been developed specifically for our membership's stated needs.

Beginning in January, we will require that all of our online communications take place in the secured environment of the CoSIDA Community. CoSIDA Community is designed as a one-stop resource for all CoSIDA online activity, with a goal of streamlining communications such as nomination forms and biographical profiles, dramatically reducing the amount of e-mail in your inbox (especially if you are a

COLLEGE FANZ
SPORTS NETWORK™



member of a CoSIDA committee).

While it is not intended to replace our public CoSIDA website, this tremendous new “gated community” enhances our membership benefits with compelling content and timely information added daily by you and your colleagues. You can create a discussion thread, you can write an article, and you can share your thoughts with your peers in our own CoSIDA “social network.”

In addition, CoSIDA Community provides a valuable set of tools for those of us who are new to the business as well as those of us who have made sports information our career.

We are grateful to our corporate partners at College Fanz

for implementing a vision we've had for many years, so rapidly and gracefully.

Once our committees are activated on the CoSIDA Community, it will be open to the full membership. At that point, we encourage you to start using CoSIDA Community immediately and experience the benefits firsthand.

Getting started is easy. For those of you who are already registered as an SID at College Fanz and working with the Virtual Pressbox, you will see the CoSIDA Community icon in the upper right corner of your screen. You are already in!

Shortly, we will provide CoSIDA Community log-in information for the full membership. All you'll need at that time is your existing CoSIDA membership user name and password, so be ready.

Your feedback, contributions, and comments are vital to the growth of the CoSIDA Community and we strongly encourage your participation. Please feel free to contact Jim DeLorenzo at College Fanz with any further questions.

FIVE

Questions . . .

With Jeff Schwartz

Sports Information Director • North Dakota State University

1. Talk about your career path. Where have you been, who are the people who have influenced you and what are your long-term goals?

I have had the opportunity to cover a great deal of ground while working at two schools, my alma mater Mount Vernon Nazarene University (Ohio) and North Dakota State University. During my senior year at MVNU, I had two professors that had a great deal of influence on my life. Dr. Cecil Inman, who was a creative writing professor, and Dr. Robert Sevier, who was a communication professor and also ran the university's news bureau. Dr. Inman told me I could make it as a writer. I worked for two years under the direction of Dr. Sevier following my graduation. Much to the chargin of Dr. Sevier, I chose to follow a career covering college athletics. One of his favorite sayings was, "Schwartz, you do too much with sports..." During my senior year, I wrote a paper on how I believed that MVNU could benefit from having a sports information director. That helped to create a half-time position. Currently, Dave Parsons is in a full-time capacity at Mount Vernon and doing an outstanding job. One of the first things I did was write the sports information directors around the state of Ohio and ask them what they believed the most important responsibility a sports information director had. Dave Young was at Miami of Ohio at that time and he said to be timely and consistent with everything you did. I remember I purchased Howie Davis' "Basic Concepts of Sports Information" and that was like my survival guide during my formative years. I had a great time there at MVNU. I worked with great coaches and great colleagues around the old Mid-Ohio Conference—Jim Clark of Walsh, Mark Womack of Cedarville and Mark Bankert of Malone. I look back and really value what I was able to learn from from each of those gentlemen. I would be remiss if I didn't mention my friend Joe Wasiluk, who was the sports editor of



the Mount Vernon News. Joe was a good friend and mentor, who is now a sports information director at Virginia Wesleyan.

I made the jump to North Dakota State University in July 1989. Prior to my interview, George Ellis' first comment to me was, "It gets pretty cold up here. It helps to chase away the riff-raff." Mr. Ellis wasn't kidding. What a sports information gold mine I stepped into. I moved into the women's sports information director position and worked with programs that competed for North Central Conference and NCAA championships every year in basketball, cross country, track & field, volleyball, and later in softball. It was in the NCC that I was able to learn from current and future CoSIDA Hall of Famers Ron Lenz and Jason Hove at South Dakota State, Paul Allan of Minnesota State-Mankato, Anne Abicht of St. Cloud State, Gary Anderson of Nebraska-Omaha and Ellis. Right across the river was Larry Scott at Minnesota State-Moorhead, who I had run into while in Mount Vernon. Each has left a lasting impression on me, as have outstanding people like Jim Seavey, Dave Fischer, Brad Larsen, Joel Carlson and Dick Lipe to mention a few. Making the move to NCAA Division I, I've had the opportunity to work with many SIDs I have looked up to for years. There's a solid group of sports information directors in the Great West Football, The Summit League, Western Wrestling and Missouri Valley Football that I have the opportunity to work with.

Well, at the age of 51, my long-term goals include taking each day as it comes. MVNU and NDSU have allowed me to realize professional and personal goals I have set for myself. I had the chance to work with Tim Belcher, a two-time No. 1 draft pick in baseball. I had the chance to work at the 2002 Winter Olympic Games because of Paul Allan. When I first started, I just wanted the opportunity to work with ESPN one time. Because of the success of our programs, Amy Ruley in women's basketball, and

now football with Craig Bohl, I have the chance to work with the major networks. My goal is to provide the best environment for members of our office and support staff to learn the basics of sports information, to grow personally and professionally and to be happy with what we do.

I also must mention a few of our outstanding grad assistants: Jim Christman with the Chicago Bears, Troy Andre of Colorado, Matt Turk at Simpson, Derek Smith, Mark "Woody" Adkins at Wartburg, Jackie Hess, Tom Galbraith of Alabama A&M, Matt Schmidt, Kim Endicott, Jon Martin, Jenny Saplis and Jeff Nygaard.

2. North Dakota State made the jump to Division I. How has that affected your office and your public relations efforts?

Now since we are through the transition, it has been nothing but positive. Early in the process, it was extremely tough being a Division I independent in a majority of our sports and not having the names of the student-athletes appear in the national statistics, etc. However, we benefitted from our men's basketball team posting wins over nationally-ranked Wisconsin in Madison and Marquette in Milwaukee; our women's basketball team beating Minnesota, and our football team recording wins over Minnesota, Ball State and Central Michigan. Winning always helps and the fact we were ranked in the top 10 of the Football Championship Subdivision really helped to generate a buzz.

There were times working at Mount Vernon Nazarene and North Dakota State when gaining regional and national attention was quite a chore. It's a little easier now. I have noticed the fact our scores display on the ticker has helped us with our branding "ND State" and getting the university's name out nationally. I believe it has helped us regionally, along with the opportunity to play--and once in a while, host--big name opponents.

Our association with The Summit League, Missouri Valley Football Conference and Western Wrestling Conference is definitely a plus and one that we have yet to fully realize. We're in the second year with The Summit League and Western Wrestling Conference, and just completed our first season in the Missouri Valley Football Conference after a good run in the Great West Football Conference.

3. NDSU has the advantage of not having to compete against professional sports in North Dakota, but the disadvantage of being isolated from major media markets. How difficult is it to get any media attention outside of the state? Or do you focus on serving your local market?

At North Dakota State, it is both a blessing and a curse. No, really, we are blessed to receive great coverage from our local media that includes all four networks, the Associated Press, 14-16 radio stations, the state's primary newspaper and student newspaper. Within the past year, there's a *Bison Illustrated*. I've seen sports talk radio go full circle in this community and we have three stations that carry a great deal of sports content. Everyone is talking about the *Bison*, win or lose, in Fargo-Moorhead. That coverage has helped us garner regional and national attention. The stories are picked up by the wire, are distributed regionally and have been picked up nationally from time to time. We are fortunate to be close geographically to Minneapolis-St. Paul and have competed against Minnesota. Our office continues to work hard to find story ideas for our local media and that might attract regional or national coverage, along with feeding hometown news outlets. With the advent of the Internet and Web sites, it's easier for writers/sports directors to follow up on leads in the region. Another benefit to the local coverage is that by the time they are seniors, a majority of our student-athletes in most of our sports have been interviewed by local television, radio or newspaper.

4. Do you or any of your coaches ever make an athlete off-limits to the media?

Over the past 19 years here at North Dakota State, there have been a handful of times when we didn't make a student-athlete available following a competition because a 10-minute cooling period wasn't enough. This year I had a situation where I held out our quarterback from an interview following a game, which we had lost. I took a look in his eyes and made a determination I wasn't going to bring him out. I didn't believe there wouldn't be anything good to come out of an interview for the student-athlete or the media outlet. With that being said, the quarterback was requested by 5-6 media outlets the following Tuesday and he met each obligation. Several years ago, there was another situation when I should have done that. Following an emotional loss, I had a female student-athlete that started to cry and sob during the interview. I would say 99 percent of the time, our student-athletes have been available as long as the media works through our office to set the interviews up and give us enough lead time. With the 24/7 news cycle, sometimes that is lost in the translation.

5. So, seriously, how cold does it get in Fargo and how do you deal with it?

Damn cold, ha ha ha ha... As I write this, it's minus-2 (minus-12 with the wind chill). We've went through a long stretch of below zero days. However, there was a reprieve and it was 44-degrees a couple of days ago. It was the first we were above freezing (32-degrees) since Dec. 2. It will probably be a long time before we're above the freezing mark again. The main thing is to dress warmly and make sure your vehicles are maintained properly. The cars that spend time outside of a garage should have block heaters that plug in or you're in serious trouble. Now since my driveway has four cars in it with four full-time drivers, it can be interesting if one doesn't start.

Five Questions Interviews conducted by:

Larry Happel
Associate Director of Marketing/Media Relations
and Sports Information Director
Central College

NCAA *Statistics Service*

WHO TO CONTACT . . .



WEEKLY/ANNUAL STATISTICAL COMPILATIONS

I/II Baseball	Sean Straziscar
III Baseball	Jeff Williams
I Men's Basketball	Gary Johnson
II/III Men's Basketball	Sean Straziscar
I Women's Basketball	Jim Wright
II/III Women's Basketball	Jenn Rodgers
Women's Field Hockey	Kevin Buerge
FBS/FCS Football	Jim Wright/Gary Johnson
II Football	J.D. Hamilton
III Football	Sean Straziscar
Men's Ice Hockey	Bonnie Senappe
Women's Ice Hockey	J.D. Hamilton
Men's Lacrosse	Jenn Rodgers
Women's Lacrosse	J.D. Hamilton
I/II Men's Soccer	Jeff Williams
III Men's Soccer	Jenn Rodgers
Women's Soccer	Bonnie Senappe
I/II Softball	Bonnie Senappe
III Softball	Jim Wright
I/II Women's Volleyball	Jenn Rodgers
III Women's Volleyball	Jeff Williams

INDIVIDUAL AND TEAM RECORDS (RECORDS BOOKS)

Baseball	Sean Straziscar
I Men's Basketball	Gary Johnson
II/III Men's Basketball	Sean Straziscar
Women's Basketball	Jenn Rodgers
Women's Field Hockey	Kevin Buerge
FBS/FCS Football	Jeff Williams
II/III Football	Sean Straziscar
Men's Ice Hockey	Bonnie Senappe
Women's Ice Hockey	J.D. Hamilton
Men's Lacrosse	Jenn Rodgers
Women's Lacrosse	J.D. Hamilton
Men's Soccer	Jeff Williams
Women's Soccer	Bonnie Senappe
Softball	Bonnie Senappe
Women's Volleyball	Jenn Rodgers
Championships Records	J.D. Hamilton/Kevin Buerge/Bonnie Senappe

CHAMPIONSHIP RECORDS BOOKS

I Baseball	J.D. Hamilton
I Men's Basketball	Gary Johnson
II Men's Basketball	TBA

ATTENDANCE

Baseball	Sean Straziscar
Men's Basketball	Gary Johnson
Women's Basketball	Gary Johnson
Women's Field Hockey	Kevin Buerge
Football	Gary Johnson
Men's Ice Hockey	Bonnie Senappe
Women's Ice Hockey	J.D. Hamilton
Men's Lacrosse	Jenn Rodgers
Men's Soccer	Jeff Williams
Women's Soccer	Bonnie Senappe
Softball	Bonnie Senappe
Women's Volleyball	Jenn Rodgers

CHAMPIONSHIPS MEDIA COORDINATION

I Baseball	J.D. Hamilton/Williams/Rodgers
I Men's Basketball	Gary Johnson/J.D. Hamilton
II Men's Basketball	TBA
FCS Football	J.D. Hamilton
Women's Gymnastics	Bonnie Senappe

COACHING RECORDS

Baseball	Sean Straziscar
I Men's Basketball	Gary Johnson
II/III Men's Basketball	Sean Straziscar
I/II/III Women's Basketball	Jenn Rodgers
Women's Field Hockey	Kevin Buerge
FBS Football	Jim Wright
FCS Football	Gary Johnson
II/III Football	Sean Straziscar
Men's Ice Hockey	Bonnie Senappe
Women's Ice Hockey	J.D. Hamilton
Men's Lacrosse	Jenn Rodgers
Women's Lacrosse	J.D. Hamilton
Men's Soccer	Jeff Williams
Women's Soccer	Bonnie Senappe
Softball	Bonnie Senappe
Women's Volleyball	Jenn Rodgers

RATING PERCENTAGE INDEX (RPI)

I Baseball	Jim Wright
I Men's Basketball	Gary Johnson
I Women's Basketball	Jim Wright
I Field Hockey	Kevin Buerge
I Men's Lacrosse	Kevin Buerge
I Men's Soccer	Jeff Williams
I Women's Soccer	J.D. Hamilton
I Softball	Jeff Williams
I Women's Volleyball	Jenn Rodgers

RESULTS (SCORES)

Men's Basketball	Gary Johnson/Sean Straziscar
Women's Basketball	Jim Wright/Jenn Rodgers
Football	J.D. Hamilton

SCHEDULES

Men's Basketball	Gary Johnson
Women's Basketball	Jim Wright
Football	Gary Johnson

STATISTICIANS' MANUALS

Basketball
Football
Ice Hockey
Lacrosse
Soccer
Volleyball

Gary Johnson
Jeff Williams
Bonnie Senappe/J.D. Hamilton
Jenn Rodgers/J.D. Hamilton
Bonnie Senappe/Jeff Williams
Jenn Rodgers

MISCELLANEOUS

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Kevin Buerge
Jim Wright/Kevin Buerge
Jeff Williams
Gary Johnson

STATISTICS STAFF PHONE NUMBERS AND E-MAIL

Kevin Buerge	317/917-6108	kbuerge@ncaa.org
J.D. Hamilton	317/917-6124	jhamilton@ncaa.org
Gary Johnson	317/917-6139	gjohnson@ncaa.org
Jenn Rodgers	317/917-6109	jblomenberg@ncaa.org
Bonnie Senappe	317/917-6142	bsenappe@ncaa.org
Sean Straziscar	317/917-6122	sstraziscar@ncaa.org
Jeff Williams	317/917-6138	jswilliams@ncaa.org
Jim Wright	317/917-6137	jimwright@ncaa.org

HELPFUL NCAA STATISTICS WEBSITES

- Statistics (Weekly statistics can be found on this site)
<http://www.ncaa.org/stats/>
- Career Statistics (Generate Individual and Coaching searches along with career statistics and wins and losses)
<http://web1.ncaa.org/careerStats/StatsSrv/careersearch>

Membership Login Page (Update Rosters, Schedules and Statistics)
- <http://web1.ncaa.org/stats/StatsSrv/login>

OTHER HELPFUL NCAA WEBSITES

- Logo Login Page (Download NCAA logos, including championship logos) –
<http://www.ncaa.org/bbplogo/logo.com>

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The board's role is to provide counsel and suggest policies and guidelines to improve the functions and services of the statistics staff as it relates to all divisions of the membership. The board also provides regular communications between members of the national office statistics staff and the NCAA sports information community.

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- ◆ Monitor issues and questions from SID community.
- ◆ Review existing statistics policies and guidelines.
- ◆ Explore improvements for day-to-day statistics operation.
- ◆ Offer suggestions regarding future plans and new initiatives.
- ◆ Act as sounding board for philosophical topics.

Name (Division)	Affiliation (State)	E-Mail Address
Antoine Bell (II)	Ala.-Huntsville	bella@uah.edu
Carmen Branch (FBS)	Big 12 (Texas)	carmen@big12sports.com
Wil Bright (FCS)	SWAC (Alabama)	w.bright@swac.org
Steve Flegel (III)	Whitworth (Washington)	sflegel@whitworth.edu
Jeff Ligney (II)	GLIAC (Michigan)	jligney@gliac.org
John Painter (FBS)	Tennessee	jpainter@tennessee.edu
*AnnMarie Person (CoSIDA)	Atlantic 10 (Pennsylvania)	annmarie@atlantic10.org
Jeff Schwartz (FCS)	North Dakota State	jeff.schwartz@ndsu.edu
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Website Address:

www.cosida.com

Website E-mail Address:

cosida@gmail.com

Digest E-Mail Address:

sportsinformation@una.edu

Digest Mailing Address:

Jeff Hodges
University of North Alabama
UNA Box 5038
Florence AL 35632-0001

Secretary: Jeff Hodges

(256) 765-4595

Website Mailing Address:

Jamie Joss
cosida@gmail.com

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

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