

CoSIDA *digest*

MONTHLY NEWSLETTER OF THE COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA

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OF AMERICA

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MONTHLY NEWSLETTER OF THE COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA

Behind CoSIDA >

- ICS.....Inside Front
- NBA/WNBA4
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- Sports Illustrated.....14
- ESPN Back Cover



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WWW.COSIDA.COM

Future
CoSIDA
Workshop Sites

2008 Workshop

June 29-July 2

TAMPA

Marriott

2009 Workshop

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SAN ANTONIO

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2008 **CoSIDA AWARDS** NOMINATE ON-LINE BY MARCH 1

Dear CoSIDA Member:

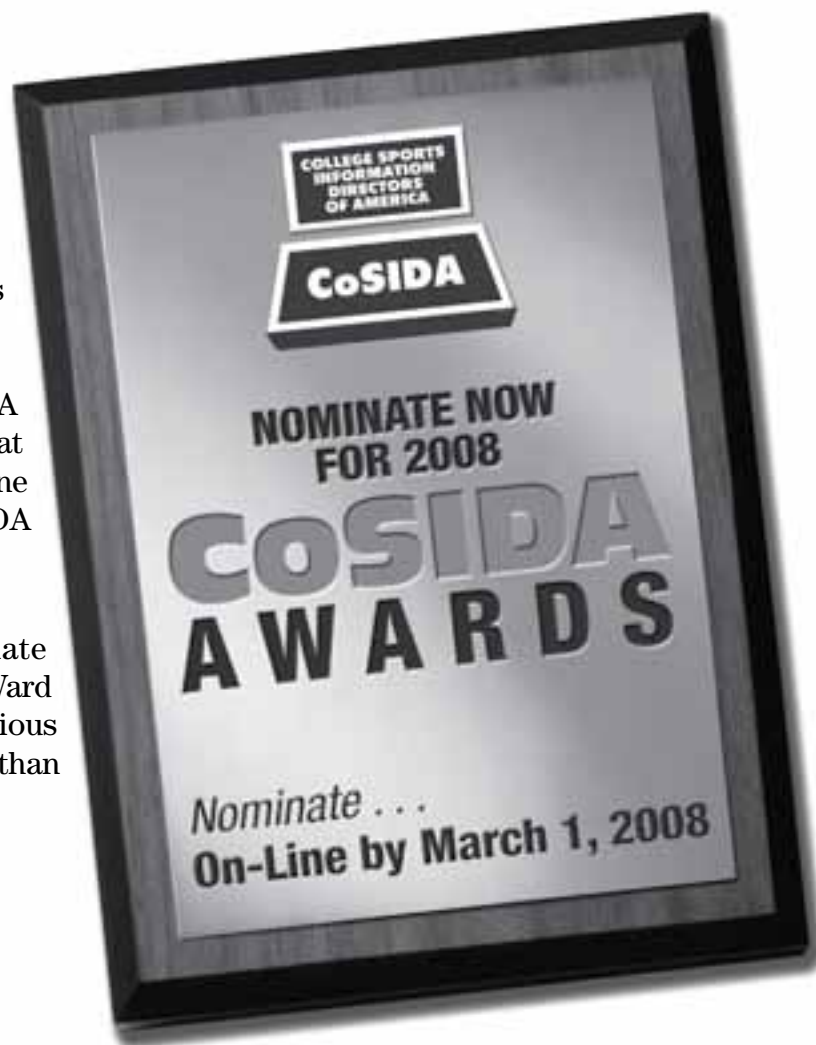
Nominating one of your current or former colleagues for one of CoSIDA's Special Awards is a whole lot easier than it used to be!

Thanks to our partners at ICS, CoSIDA members can simply click on the link below at www.cosida.com and nominate using our online form (get to the form by using your CoSIDA login and password).

Don't pass up this opportunity to nominate someone for the CoSIDA Hall of Fame, Arch Ward Award, Rising Star or any of CoSIDA's prestigious honors. The process has never been simpler than it is now.

NOMINATE TODAY !

<http://www.cosida.com/awards/default.asp>



NOMINATIONS ACCEPTED FOR

***COSIDA HALL OF FAME • ARCH WARD AWARD • JAKE WADE AWARD
WARREN BERG AWARD • BOB KENWORTHY COMMUNITY SERVICE AWARD
BILL ESPOSITO BACKBONE AWARD • RISING STAR AWARD
TRAILBLAZER AWARD • KEITH JACKSON ETERNAL FLAME AWARD
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CoSIDA

ANNOUNCES CONTEST TO DESIGN NEW LOGO

CoSIDA has announced a contest to design a new logo that will be unveiled at the Workshop in Tampa, FL with the SID, who submits the winning entry, to receive a check for \$2,500.00. The winning design, as well as all other entries, will become property of CoSIDA.

Anyone is eligible to create a design whether the person is an active or retired CoSIDA member, a graphic designer working in the athletic department, a university employee, or a freelance designer. However, the actual entry must be submitted by the CoSIDA member.

All entries must be postmarked by April 1st and mailed to:

Ed Carpenter
26 Kim Terrace
Stoughton, Mass. 02072

***** *An entry blank must be attached to each entry.*

From all entries, the CoSIDA marketing committee will select the top three and forward them to the CoSIDA Board.

The winner will be announced in the June issue of the Digest. However, the new logo won't be unveiled until the CoSIDA Workshop in Tampa, FL.

CoSIDA Logo Contest Entry Form

Person Submitting Design (Must be active or retired CoSIDA Member):

Contact Information For Person Submitting Design: _____

Designer: _____

School/Organization of Designer: _____

Check to be made payable to: _____

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Best Free Finds

ON THE INTERNET

by Dennis Switzer, South Atlantic Conference

Whoever coined the phrase “The best things in life are free,” probably never owned a Ferrari.

But perhaps they did own a computer. By typing in three lower case w’s with a dot after them, there is a universe of free programs, tools and information that can be helpful for sports information directors.

So here is a list of some of the best free things in the Internet for SIDs. Remember, before installing any programs, check with your campus IT staff. Many schools have rules against installing freeware programs.

1. Free fonts: 1001 Free Fonts

www.1001freefonts.com

Bored with the traditional fonts loaded in your computer? This website has a plethora of funky and cool fonts for both Windows and Mac.

2. Stock photography: Stock xchng

www.sxc.hu

Need a stock photo for a media guide, or a background for a poster? Check out what’s available at stock xchng, a website that professional and amateur photographers load their stock photos to share with others. Can’t find what you are looking for there? Check out www.istockphoto.com Images there are not free, but are very reasonable.

3. Website photo galleries: Web Album Generator

www.ornj.net/webalbum/

There are lots of ways to produce photo galleries to put up on your website. Here’s a good program, and best of all, it is free. Web Album Generator creates all the HTML, JPEG thumbnails, and CSS for your online photo albums—all you need is your digital pictures. The software is simple and straightforward.

4. Free tips on Adobe Photoshop, Adobe InDesign, web design

<http://www.elijournals.com/tips.asp>

Small shops don’t have the luxury of farming out design work. Here, you can sign up for free tips, tricks and timesaving techniques for your favorite programs e-mailed to you. And while you are at this site, don’t forget to download free samples of their many publications.

5. Adobe exchange

www.adobe.com/cfusion/exchange

Looking for a Photoshop plug-in or an action to help save time on an InDesign project? Head to where all the Adobe experts go, the Adobe exchange.

You need to have an Adobe account, but it is a short and simple process if you don’t have one already.

6. More design help: Design, Typography, & Graphics newsletter

www.graphic-design.com/news

Here is a great website with plenty of help for graphic designers – both for print and website. You can also sign up for their monthly newsletter. Have a question on how to do something in Photoshop? Click on the link to Photoshop 911 and search the forums.

7. Create portable document format (pdf).

<http://sourceforge.net/projects/pdfcreator>

Sending out game notes and posting media guides on your website is easy if the documents are pdfs. Most everyone should have that capability already, but here’s another quick little program that helps print documents to pdf.

8. Print on demand: Lulu

www.lulu.com

Not exactly free, but this could be a significant cost savings. If you run a small shop, and need a way to print just a few media guides or recruiting brochures, but can’t afford offset printing for a small run, consider going the way of print on demand. You do all the design work, load your print-ready pdf and they will print as few or as many copies as you need. The cost for one 12-page 8.5 by 11 brochure on a 100-pound gloss paper, is just \$4.77. Need 50 books? The cost goes down to \$3.71 each. Remember to follow all NCAA rules regarding color.

9. Remote access: Logmein

www.logmein.com

You are on the road with your team and need to get a file or photo that is on your computer at school or at home. Simple solution. This is a free remote access program, which brings up your PC’s desktop in a web browser, and you are able to control your remote PC just as if you were sitting in front of it. Check with your IT folks on this, as they may have firewalls set up that won’t allow you to use this type of service.

10. Get organized: Backpack, Ta-da and Cozi

www.backpackit.com

www.tadalist.com

www.cozi.com

Being a good SID is all about organization and meeting deadlines. Backpack is a personal information manager that helps you organize anything – events, publication production schedules, etc. The free account gives you five web pages to use for making lists and notes. Upgrading to the basic package from the free service costs \$5 a month, but is ad free, gives you 25 pages, and gets you access to their very helpful calendar. It’s simple, web-based, sharable, and can remind you of your events via email or an text to your cell phone. Ta-Da lets you create to-do lists. And we all know SIDs have a lot to do.

Cozi is another organizational and schedule website primarily designed for busy families to coordinate their schedules. But it could also be used for an SID to coordinate with his staff and student workers. Each “family member” has their own color to make adding and viewing appointments easy. You can also synch the calendar with Microsoft Outlook or have reminders sent to a cell phone.

Dennis Switzer is Director of Sports Information and Administration for the South Atlantic Conference. In 2002 and 2004, Switzer helped organize SID technology seminars, hosted by the South Atlantic Conference. He also serves as national chair of the Fred Stabley, Sr. Writing Contest.

The CoSIDA technology committee welcomes submissions by all CoSIDA members. For more information, contact blowe@gborocollege.edu.

Sports Illustrated

Sports Illustrated FOR WOMEN

Sports Illustrated FOR KIDS

CHANGING LONG-STANDING TRADITIONS

G. Clayton Stoldt, Mark C. Vermillion, Lori K. Miller
Wichita State University
Sport Administration Program

PURPOSE

To provide an overview of common "problem" traditions and general recommendations for addressing them

Overview

Overview

- Traditions in College Athletics
- Troublesome Traditions
- Contributing Factors
- Intervention Tactics
- Recommendations

Traditions in College Athletics

"Any significant aspect of a team's history" (Irwin, Sutton & McCarthy, 2002)

- Winning
- Chants / Cheers
- Fight Songs
- Spirit Squads
- Mascots

Troublesome Traditions

- Storming the court / Rushing the field
- Celebratory riots
- Racial/ethnic-related mascots

Storming the Court/Rushing the Field

- Becoming more common
- Endangers fans, players, coaches, security
- Potential liability for college programs

Celebratory Riots

- Occurring more frequently
- Increasingly viewed as "tradition"
- Myles Brand: "...most pressing problem..."

Ethnic Relations Mascots

- Long-standing source of controversy
- NCAA limits use of Native American mascots and imagery at championship events
- Institutions often encounter resistance to change

Contributing Factors: Personal/Group

- Demographics: Example--Young adult males in celebratory riots
- Cultural/sub-cultural values: Examples--"Right to riot," resistance to "political correctness"
- High levels of fan identification: "High identification"-level tend to be more aggressive

Contributing Factors: Situational

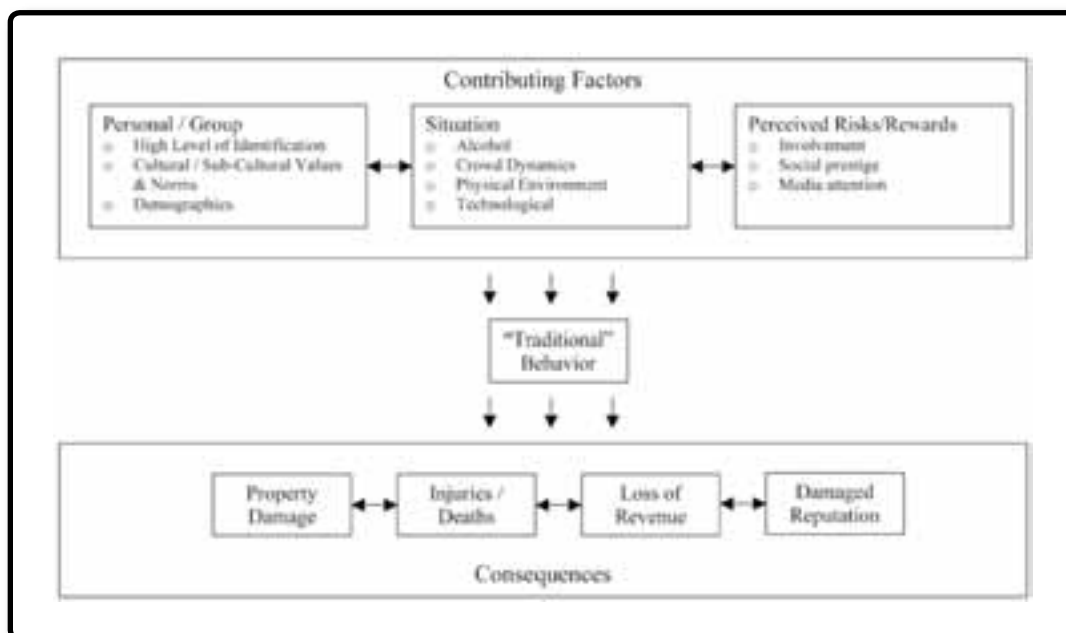
Contributing Factors: Situational

- Alcohol: Impairs judgment
- Crowd dynamics: No one theory can explain, but may result in group activation/mobilization
- Physical environment: Examples—proximity, noise, temperature, clutter
- Technology: Examples—Cell phones, live media coverage, Web sites as activist platforms

Contributing Factors: Perceived Risks/Rewards

- Involvement: Many participants may have no official relationship to the institution
- Social prestige: Peer approval, public profile
- Media attention: "I'm on ESPN!"

Overview: See Appendix A



A “Public Relations” Problem

Media relations plays a key role in addressing “tradition” issues. Other publics must also be engaged.

Intervention Tactics: Personal/Group

- Opinion Leaders: Examples—Student leadership groups, alumni board, booster club
- Mediated Group Communication: Communication with members of the media also critical
- Interpersonal Group Communication: Direct and indirect

Recommendations

- Reach out to opinion leaders
 - Involve them in problem-solving
 - Engage them in advocacy
- Blend of mediated and interpersonal communication to key publics
 - Media: Key channels and a key public
 - Interpersonal: Electronic, On-site

Intervention Tactics: Situational

- Alcohol control measures: Restrict consumption, monitor surrounding area
- Police/security presence: Uniformed and undercover
- Physical environment: Coordinate with community and campus leaders

Recommendations

- Restrict the availability of alcohol
- Maintain a strong security presence w/ a philosophy of measured response
- Adapt the physical environment

Intervention Tactics: Perceived Risks/Rewards

- Personal Consequences:
- Institutional Consequences
 - o Sanctions
 - o Reputation

Recommendations

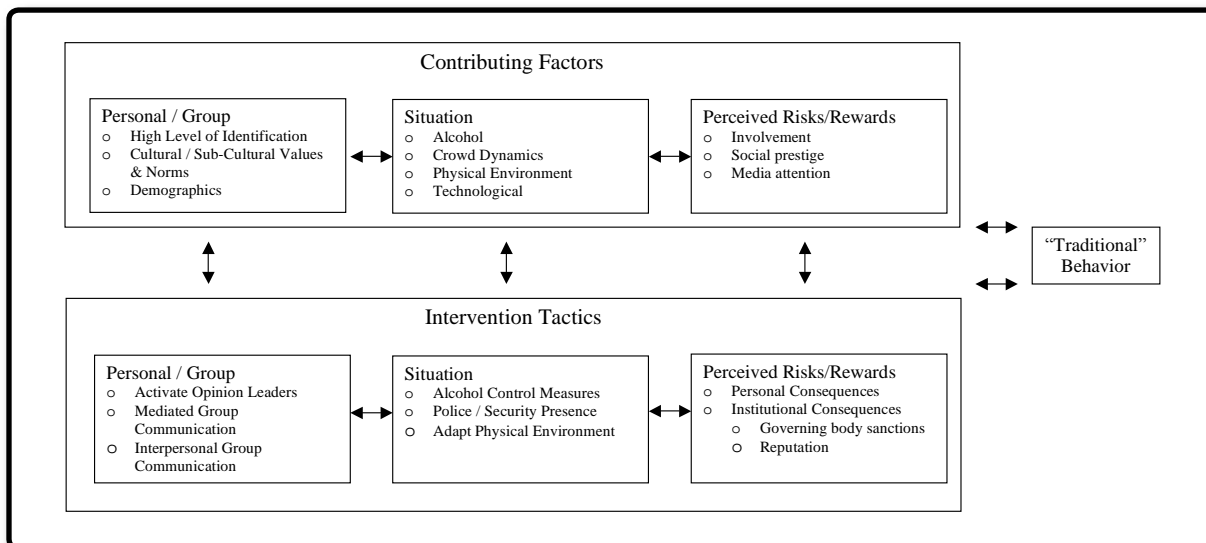
- Personal consequences
 - University policies: Suspensions
 - Law enforcement: Prosecution
- Institutional consequences
 - Governing body standards and sanctions
 - Reputation problems in the marketplace for schools and their graduates

Overview: See Appendix B

A Final Word

No easy solutions.

Possible to do everything right and still fail to prevent problems.



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Continued on Page 20

MERLE LEVIN

INDUCTED INTO GREATER CLEVELAND SPORTS HALL OF FAME

Merle Levin, who handled the duties of sports information director along with a myriad of other responsibilities for 38 years at Cleveland State University and its predecessor, Fenn College, has been inducted into the Greater Cleveland Sports Hall of Fame.

Levin retired from CSU in 1992 bearing the title of associate athletic director. He subsequently spent a decade as the executive director of SMACO (Sports Media Association of Cleveland and Ohio), where he played a key role in raising nearly \$500,000 for charities and organized a series of monthly media gatherings spotlighting the area's professional and college sports programs.

The Greater Cleveland Sports Hall of Fame was founded in 1976 "to recognize the men and women who have fashioned Northeastern Ohio's remarkable athletic reputation" as part of Cleveland's Bicentennial celebration. The Hall of Fame now numbers 433 enshrinees.

During his lengthy career at Cleveland State, he presided over the media operations for five NCAA National Swimming and Diving Championships, plus numerous regional tournaments in basketball, wrestling and soccer. His publications won four "Best in the Nation" awards from CoSIDA and he served for many years on the CoSIDA Site Selection Committee, while attending more than 35 CoSIDA conventions.

He played an important role in the formation of the Mid-Continent Conference, which was to provide CSU with its first league affiliation, and in the planning of virtually all of the university's sports facilities and the launching of many of the school's first endowed athletic scholarships. He was inducted into the Cleveland State Athletic Hall of Fame soon after his retirement.

He and his wife Dolores have resided in Gates Mills, a Cleveland suburb, for over 25 years.

CLAUDE FELTON

NAMED RECIPIENT OF FWAA'S BERT MCGRANE AWARD

Claude Felton, longtime sports information director at the University of Georgia, has been named the 2008 recipient of the Football Writers Association of America's Bert McGrane Award, it was announced during the FWAA annual awards breakfast.

The McGrane Award, symbolic of the association's Hall of Fame, is presented to an FWAA member who has performed great service to the organization and/or the writing profession. It is named after McGrane, a Des Moines, Iowa, writer who was the executive secretary of the FWAA from the early 1940s until 1973.

"Claude Felton for years has run one of the best press operations in college football and has been of great help to other FWAA members and the media in general," said Mike Griffith, FWAA president. "He has always been responsive to writers' needs and has gone out of his way to help. He is very deserving of this honor."

During his career, Felton has served as media coordinator for 17 NCAA national championship events and was the host sports information director for the 1977 NCAA Final Four basketball tournament in Atlanta. He served on the press liaison staff for the U.S. Olympic Committee at the 1984 Olympic Games in Los Angeles and was the press venue chief for the soccer venue at the 1996 Centennial Olympic Games.

Felton also served as chairman of the Ethics Committee of the College Sports Information Directors of America (CoSIDA) from 1985-91 and chairman of the CoSIDA Olympic Liaison Committee (1992-95). He was inducted into the CoSIDA Hall of Fame in 2001 and is a recipient of the organization's Arch Ward Award in 2004. Felton, who was inducted into the Savannah (Ga.) Athletic Hall of Fame in 2005, is currently a member of the NCAA men's basketball Final Four media coordination committee.

A native of Savannah, Ga., Felton has received two degrees from the University of Georgia. He is married to the former Cathy Turner of Athens, Ga., and they have three children: Robyn, a 2000 graduate of Samford University; Christopher, a 2001 graduate of Georgia; and Patrick, a sophomore at Georgia.

Felton will be honored this summer during the National Football Foundation's Hall of Fame induction weekend in South Bend, Ind., and his name will be placed in the College Football Hall of Fame's rotunda.



Contact Information

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What's Happening WITHIN THE RANKS



TENNESSEE STATE Mourns the Death of Kindell Stephens

Kindell Stephens, 64, longtime Sports Information Officer at Tennessee State University, passed away at his home on Wednesday, January 02, 2008.

A stand-out basketball player at Fisk University, Stephens came to Tennessee State during the glory days of the "Big John" Merritt Era and served as the sports information director and "Voice of the Tigers" on TSU radio broadcasts for many years. Stephens worked closely with many coaches and TSU athletes, coining many of the colorful nicknames associated with Tiger greats such as Joe "747" Adams and "Jefferson Street" Joe Gilliam.

Stephens had become a historian, of sorts, for TSU athletics and at the time of his death he was completing a book on Tennessee State University athletics.

WBCA McKesson Promoted to Director of Communications

Women's Basketball Coaches Association (WBCA) CEO Beth Bass recently announced the promotion of Summer McKesson to Director of Communications.

McKesson's basic duties will include managing and contributing content for all of WBCA publications, aiding in much of the awards and poll processes including the writing and distribution of press releases, assisting in design and layout of all print material and overseeing both the Manager of Awards and the Manager of Multimedia. She has also been heavily

involved in several of the WBCA's new initiatives, including the WBCA's "Think Pink", the Kay Yow/WBCA Cancer Fund and "Shootaround with Beth and Debbie", the first women's basketball podcast.

"Summer's appointment to Director is well deserved, and I could not be happier to offer it to her," said Bass. "She has devoted so much time and energy to various facets of the WBCA and has proved to be quite an asset to our organization."

McKesson joined the WBCA in July of 2005 as the Manager of Communications. Prior to her arrival in Atlanta, she completed internships with MTV Networks and VIBE Magazine in New York City. At VIBE, McKesson worked primarily in the editorial department contributing research and articles for all of the magazine's departments. While working within the Off-Air Creative Department at MTV, she focused extensively with project management and creative services for all print production needs within the corporation.

McKesson earned her Bachelor of Science summa cum laude in Communication with a concentration in Print Media from Western Carolina University. She also minored in marketing. While at WCU, she was a four-year member of the women's basketball team under Coach Beth Dunkenberger. As an honorable student-athlete, McKesson's achievements included being a four-year recipient of the Athletic Director's Academic Award, four-year recipient of the Southern Conference Honor Roll, and nine consecutive semesters on Dean's List, deeming her a University Scholar.

Before graduating at Western, McKesson put in many hours with the Sports Information Department, the Western Carolinian (school newspaper), and as a freelance artist. Outside the WBCA, McKesson is an active member of New Mercies Christian Church, located in Lilburn, Ga. She has implemented 4real magazine, the quarterly magazine at New Mercies, and serves as Editor-in-Chief for the magazine. She also helped to implement the monthly newsletter, New Mercies News, and was recently named the Volunteer of the Year.

Founded in 1981, the WBCA promotes women's basketball by unifying coaches at all levels to develop a reputable identity for the sport and to foster and promote the development of the game as a sport for women and girls. For additional information about the WBCA, please visit WBCA.org.

HUMBOLDT STATE Pritzker Named Assistant

Lindsay Pritzker, who has spent the past three years working in the Athletics Media Services office at Western Illinois University, has been hired to serve as assistant sports information director at Humboldt State University.

Pritzker, a native of the Chicago suburb of Vernon Hills, will officially assume her duties on Jan. 3. She fills the position previously held by Sarah Finney, who left HSU Athletics Department on Oct. 1 to take over as assistant sports information director at Cal State University Bakersfield.

At Western Illinois University, Pritzker was the primary media contact for the men's and women's tennis programs. Her duties included producing news releases, designing media guides and conducting historical research projects.

Pritzker also has experience assisting with game day press box operations for football, volleyball, soccer, basketball and baseball. In the summer of 2007, she served as community outreach intern for the Chicago Blackhawks professional hockey team.

Pritzker earned a Bachelor's degree in Interdisciplinary Studies from Western Illinois, with an emphasis in sports management.

USA SOUTH ATHLETIC CONFERENCE Christie Named Assistant Commissioner

Rita Wiggs, the Commissioner of the USA South Athletic Conference, announced that current Sports Information Director Mike Christie's title will be changed to Assistant Commissioner.

Christie will continue to oversee all media relations, publications and public relations duties for the Conference's 14 intercollegiate sports. In addition, he will take on other responsibilities to include assisting Commissioner Wiggs in Conference tournament administration, USA South award organization and Conference representation at various meetings and events.

Prior to joining the USA South as its Sports Information Director in July of 2006, Christie was the Director of Communications of the Little East Conference in Providence, R.I. A native of Ocala, Fla., Christie graduated from the University of Florida in December of 2002 with a bachelor's degree in exercise and sports sciences with a focus in sport management, and a minor in business administration.

FORMER SPORTS PUBLICIST LONZA HARDY DETERMINED TO HELP HAMPTON

by Marty O'Brien
Newport News Daily Press

HAMPTON, Va. - Lonza Hardy began his path to athletic director of Hampton University in Pleasant Hill, N.C., a small town just south of the Virginia border near Emporia. He describes a place similar to the fictional TV hamlet of Mayberry, N.C.

"It was a family atmosphere," he said. "If you did something wrong in school, the neighbors would get to you before you got home."

"The neighbors felt they had just as much of an investment in you as your parents."

Hardy, 51, has done them proud. Reading such books as "The Autobiography of Malcolm X" and "To Kill A Mockingbird" inspired him to attend the University of North Carolina Journalism School.

There, he wrote school newspaper features about UNC basketball heroes of the era: Phil Ford, Walter Davis and Mitch Kupchak.

After graduation, he spent 10 years as the sports information director at three historically black colleges. Then he served for 11 years in the Southwestern Athletic Conference office, where he rose to associate commissioner for media relations.

He moved from the conference office in 2001 to become athletic director at SWAC school Mississippi Valley State. On June 20, Hardy became athletic director at Hampton University, succeeding Joe Taylor, who stepped aside after two years to focus on his role as head football coach.

Q: How does a sports information director rise to athletic director?

A: During my time in the SWAC offices, I would sit in on presidents' council meetings and athletic directors' meetings. As changes took place in the athletic directors' ranks, people would suggest I go after jobs. In 2001, the president of Mississippi Valley State told me he wanted me to apply for the job. I was there for the next six years.

Q: What are you proudest of during your time at Mississippi Valley?

A: When I got there, all of the sports, with the exception of men's basketball, were near the bottom of the conference standings. Of the 10 conference schools, Valley ranked ninth or 10th in athletic budget allocation.

We brought in quality coaches, who brought in the right student-athletes, and worked hard despite the lack of funding. It was gratifying that by the end of the six years, just about every team was competing for conference championships.



Q: Why did you come to Hampton?

A: I wanted to be closer to home. When I first got the call, I didn't know a lot about Hampton.

One of my first impressions was how beautiful it is. All you have to do is get a kid to come to the campus and they'll probably want to come here.

Q: You oversaw some capital improvements at Mississippi Valley. What improvements do you foresee at Hampton?

A: A main concern when I got here was improving the locker-room facilities. We expect the facilities in Holland Hall to be finished by the spring of 2008.

We plan on having a new softball field by the spring of 2009. Dr. Harvey (HU President William Harvey) has done a good job of getting that done by making funds available.



Q: An ongoing concern has been the low graduation rates and Academic Progress Rate scores for some teams. How concerned are you about that?

A: Fortunately, from what I've seen, the teams that were challenged - mainly men's and women's basketball and men's track and field - have improved. I know it was in the newspaper that the men's basketball graduation rate was 20 percent.

But when you look at last year, the APR scores improved from the low 800s to 977. That's a drastic increase.

Q: How do you ensure that improvement continues?

A: Some changes are in place, and some we're still refining. We have to come up with a realistic plan to better monitor students and make coaches accountable for that. In the past, coaches just weren't put on the carpet for being accountable for graduation rates. Basketball was a classic example.

We're going to make graduation a major part of coaches' year-end evaluation to let them know they'll be evaluated on how well their athletes perform in the classroom.

Q: Attendance at football games has been small, except for homecoming and the rivalry (Howard and Norfolk State) games. Basketball attendance has been low for years, win or lose. What are your thoughts on that?

A: That's been one of the great disappointments, considering the football team won three consecutive conference championships coming into this season. At the same time, it's one of the great challenges.

I'd like to have a home-game summit, where we bring in individuals from institutions that do a good job of attracting fans: Mid-Eastern Athletic schools like North Carolina A&T and South Carolina State. We could learn from them.

Q: Your personal ambitions?

A: I've always wanted to be a novelist. I haven't had time to do that with this profession, and what I'd write about I don't know. But one day I want to walk into Books-A-Million and see a section with my books in it.

NCAA *Statistics Service*

WINTER & SPRING OVERLAP



NCAA STATISTICS

By Jeff Williams, NCAA Statistics Department

While spring sports are upon us, we are still going strong with winter sports, and the NCAA the statistics department would like to thank you for a great year so far. We would also like to clarify a few items that have generated some questions here lately

ROSTERS

Please make sure that you have entered your spring rosters for baseball, softball and men's and women's lacrosse. The rosters can be updated throughout the particular season. You can add or delete players as the season progresses, but anyone who has any stats recorded during the season cannot be deleted. By entering your rosters now, you save your conference sports information director headaches when he or she begins the weekly reporting. You will also save yourself trouble when it is time for you to enter your final statistics. Please don't send your conference SID box scores that have players listed with just a uniform number and no name, or generate your season-to-date files that you send in to the conference SID with these incomplete box scores. These will appear in your stats here, and since they're listed with a game played – will remain on your stats.

When you are entering your roster for each individual sport, the NCAA statistics staff has a few pointers for you. Please enter the eligibility year for each individual student-athlete, not their class in school. Also, when a player is no longer on the team, you need to DELETE each player and number instead of just typing over the past individual.

We have had a number of incidents where a new name was combined with a former player's id number and the new athlete was credited with the former player's statistics. So to make sure this does not happen, we ask that you DELETE the old player and add the new player.

MEN'S/WOMEN'S SOCCER RECORDS BOOK UPDATES

With the recent conclusion of the men's and women's soccer seasons, it is now time for the annual check of soccer records. In your records check, you need not confine it to the past season. Perhaps you have undertaken additional research since the last edition and found a performance prior to 2007 that belongs in the publication. Please remember, however, that your school must have been an active member of that division to be included in the records book. Any corrections and updates you have for any portion of the records book may be submitted to us.

We have begun updating the records book, so please forward anything to us immediately. Any changes for the men's portion of the book should be sent to Jeff Williams, while changes for the women should be sent to Bonnie Senappe. You can mail those to us at the NCAA, P.O. Box 6222, Indianapolis, IN 46206-6222. If you prefer, you can email them to us at jswilliams@ncaa.org and bsenappe@ncaa.org, or by fax at 317-917-6800. We prefer email.

In the past, we sent you photocopies of the records book, but now we prefer it if you simply just send us pages that have changes. You can photocopy the pages from the records book, or you just simply note the information in full detail and send it to us. For example:

Page 14: Most assists by a player in a game. Mary Swanson (7), Notre Dame vs. Illinois, Sept. 25, 2004.

Page 27: Most goals scored by a team in a game. Santa Clara (25), Oct. 28, 2004 vs. Texas Tech.

Please make sure you check all of the sections of the book, including all-time won-loss records, coaching records, etc. Thank you for your cooperation and let us know if you have any questions.

FOOTBALL RECORDS BOOK UPDATES

With the football season completed, it is time for you to submit any individual or team records – game, season or career – your players or team set during the 2007 campaign. Please email all DII and DIII men's records to Sean Straziscar at sstraziscar@ncaa.org. For Division I and I-AA, please forward information to J.D. Hamilton at jhamilton@ncaa.org. Records updates should be submitted immediately.

VOLLEYBALL RECORDS BOOK UPDATES, TOO

If you have not sent updates for the volleyball records book, please send those in, listing complete information needed for each category, to jjrodgers@ncaa.org. Make sure to check your career leaders and see if they fit into any of the categories, as well. If you have any questions, contact Jenn Rodgers at 317-917-6142 or via email. Deadline for any changes is Feb. 15, 2008.

BASEBALL/SOFTBALL ATTENDANCE

Friendly reminder about your attendance totals when your team plays in a doubleheader. When your institution plays in a baseball or softball doubleheader, leave the attendance total for one of the box scores blank and put the attendance figure for the doubleheader on the other.

The NCAA counts attendance for dates, not games in baseball and softball. If you are playing in a tournament and have separate attendance figures for each game, i.e., the stadium is cleared and then fans are reseated, then you should list an attendance figure for each game. When you list 50 and 50 for two games of the dh, it shows up as playing on two dates, instead of one.

BASEBALL/SOFTBALL HELPFUL HINTS

Baseball and softball have a couple of unique situations that we want everyone to understand going into early season tournaments.

Sometimes the home team may need to be the visiting team (in order to bat first) in the Statcrew software. While in the "Game Info" menu, simply put in an 'H' in the neutral site box. Statcrew will then recognize this as a "home" game for the team batting first. This is very important for home win-loss records and for attendance at the end of the season.

In softball, your team may use the international tiebreaker rule and you will be required to place a runner at second base before the extra inning begins. The FAQ section on www.statcrew.com is very helpful if you have a question about how to do that. It says:

To place a runner on 2nd base to start the extra inning(s), enter R:#,b where # represents the spot in the lineup of the runner to be placed on base (not the defensive position or uniform number), and b represents the base number. For example, R:7,2 would place the person batting seventh in the batting order on second base. Then continue scoring the inning as usual.

Regarding the scoring for the international tiebreaker, if this runner scores, the run is automatically scored as team unearned by TAS, so the run does not affect the pitcher's earned run average. There are no other ramifications to this pitcher's ERA by scoring the play this way, so we suggest letting the software handle it (taking the pitcher out of the game for that runner will affect complete game stats, etc.).

SCORE REPORTING

The NCAA statistics staff would like to be clear on the issue of score reporting and sending in weekly statistics. The reporting of statistics and score reporting process are two entirely different procedures handled by the statistics group and the championships staff, respectively.

Statistics reporting procedures are still the same as they have been for a number of years. If you do not receive instructions from any of the statistics staff (which includes Jim Wright, Gary Johnson, Sean Straziscar, Bonnie Senappe, J.D. Hamilton, Jenn Rodgers, Jeff Williams and Kevin Buerge), then you should continue with regular statistics reporting procedures.

SPRING MEDIA GUIDES

We would like to thank everybody who has sent in fall and winter sports media guides. With the number of guides currently available on school's Web sites, we have determined we no longer need printed media guides if your publications are available online. However, if a guide is not available on your Internet site, please send a copy, including sports that the NCAA does not compile national statistics as soon as the publication is complete. Send the publications to:

NCAA Statistics Staff
P.O. Box 6222
Indianapolis, IN 46206



IF YOU HAVE ANY QUESTIONS

Contact the appropriate person:

WINTER—

Men's Basketball-- Sean Straziscar
 Women's Basketball—Jenn Rodgers

If you have questions concerning score reporting forms or procedures (all sports that are using score reporting are listed below), here are the contacts:

WINTER—

Division II Men's Basketball
 Heidi Wurster (hwurster@ncaa.org)
 Division III Men's Basketball
 Lindy Godby (lgodby@ncaa.org)

Division II Women's Basketball
 Seph Hatley (shatley@ncaa.org)
 Division III Women's Basketball
 Erin Zgonc (ezgonc@ncaa.org)

Here is the link where you log in for score reporting:
<http://web1.ncaa.org/champsel/exec/login>

NCAA PUBLICATIONS

Please be aware that various rules books and other publications can be viewed or purchased online at www.ncaa.org. Go to Media and Events, and then click the link titled, "Media Publications" You will then see the entire NCAA Library, where you can view all of the official publications of the NCAA.

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.cgi>

FIVE

Questions . . .

With Steve Shaff

*Assistant Athletics Director/Media Relations
Northern Arizona University*

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

I stumbled across the media relations department at the University of Arizona as a high school photographer. I was given the unique opportunity to shoot games at a time when the basketball program was growing. Current Arizona SID Tom Duddleston asked me to shoot two players who were on the bench as redshirts. Two weeks later I had a picture published on the game program cover and the start of a four-year stretch taking pictures of Lute Olson, Sean Elliott, Steve Kerr and the rest of the Wildcats. That led to a part-time job in college in the office under the direction of Tom and then-SID Butch Henry. I interned at Florida under CoSIDA Hall of Famer John Humenik and current Florida SIDs Steve McClain and Mary Howard. They hired me on a full-time basis six months later and I spent eight years in the office with various duties. I have been fortunate to work under great SIDs early in my career who helped shape my work ethic and gave me the training and skills to be successful. I hope to be able to provide the same direction to future professionals.

2. You were a part of one of the nation's most prominent athletics programs at the University of Florida. What do you like about now being at Northern Arizona?

Working at the University of Florida was one of the best experiences for an SID. They have successful teams with huge media exposure and great fans. I was able to experience the best of college athletics early in my career. At NAU, I enjoy the opportunity to be a part of a successful department and work with each of the 15 teams, coaches and student-athletes. I have the chance to interact daily with our student-athletes and try to have an impact on their college experience from start to finish. Whether it was the football player who went on to win a Super Bowl ring or the soccer player who became a teacher, I treasure playing a small role in their success and the relationships that develop during their careers.

3. As the demands placed on SIDs continue to grow, are there tasks that you've decided to eliminate?

Every year the job responsibilities of the SID grow, especially with the changing media and internet coverage. There is always something else to work on or the next media guide to start. I have learned

over time that it is important to prioritize. You can work 24 hours a day and still have work to do. So I try to stay focused and have learned to leave work behind at the office. It is important to set aside time for yourself and your family and friends. These activities give me something to look forward to and help me get through the long days.

4. Among all the coaches you've worked with, think about the one you've liked the best. What did you like about him/her?

I worked for Andy Lopez at Florida as the baseball SID. He is currently at Arizona. He taught his players life lessons through the game of baseball and the challenges that are presented in competition. He developed young men. He often said what we do and the game of baseball are not brain surgery. That message had a personal connection when my brother had brain surgery in 1998. Sports information is a great field to be a part of but it is not brain surgery. It is an important message to help keep yourself balanced during the times in the year when the job can consume you. There are a lot more important things than wins and losses.

5. What's your favorite time of year ?

I love March Madness and the NCAA Tournament. Selection Sunday offers an excitement level unmatched throughout the year. Your team can be sent to play anywhere across the country against a new, challenging opponent. It transfers to NCAA play throughout the year for every sport. When a team reaches NCAA play, they are achieving goals that drive them throughout the year. It is a fun experience.



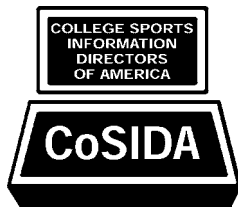
Five Questions Interviews conducted by:
Larry Happel
Associate Director of Marketing/Media Relations
and Sports Information Director
Central College

Changing Long-Standing Traditions

Continued from Page 11

Rushing the Court/Tearing Down the Goalposts

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|-------------|---------------|-------------------|-----------------|-------------|--------------|-------------------|-----------------|
| 2007 | San Diego | 2216 | 920 | 1990 | Houston | 1627 | 947 |
| 2006 | Nashville | 2143 | 726 | 1989 | Washington | 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 |
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Men's Swimming & Diving - March 27-29 : ESPN360.com, ESPN2

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Women's Bowling - April 12-14 : ESPNU, ESPN2

Men's Gymnastics - April 17-18 : ESPN360.com, ESPN2