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# CoSIDA digest

MONTHLY NEWSLETTER OF THE COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA

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Packer to Receive Jake Wade Award

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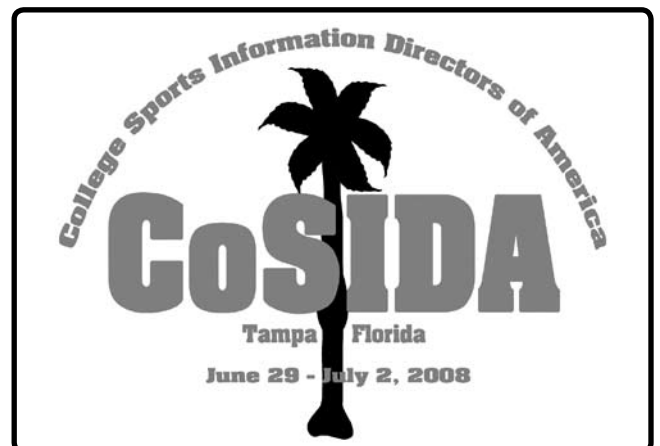
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Workshop Tentative Schedule Released

**8**



**WWW.COSIDA.COM**

# WORKSHOP

## TAMPA TENTATIVE SCHEDULE

### Saturday, June 28

TIME	FUNCTION	SPACE
All Day	CoSIDA Board Meeting	TBA
Noon	Hotel Pre-Conference Meeting	TBA
TBA	CoSIDA Past Officers Dinner	TBA
9:00 p.m.	Nominating Committee	TBA
TBA	Workshop Social Committee	TBA

### Sunday, June 29

7 – 9 a.m.	CoSIDA Board Meeting	TBA
8 – 9 a.m.	CoSIDA Chapel	TBA
9 – 10 a.m.	Workshop Program Committee	TBA
10 a.m. – 3 p.m.	Registration	TBA
11 a.m. – 4 p.m.	Exhibit Hall Open	TBA
10 a.m. – Noon	Brunch	TBA
Noon – 1 p.m.	<b>My First CoSIDA Convention</b> <i>Moderator: Jim Stephan (South Alabama)</i>	
1 – 5 p.m.	Job Seekers Open	
1 – 3 p.m.	<u>DIVISIONAL MEETINGS</u> Division I-A Division I-AA Division II Division III NAIA NJCAA	
2 – 5 p.m.	Site Selection Committee	
3 – 5 p.m.	Academic All-America Committee	
3 – 4 p.m.	<u>COMMITTEE MEETINGS</u> Committee on Committees Technology Membership Services Allied Organizations Radio & Television Special Awards	
4 – 5 p.m.	Ethics Editorial Charity NCAA Legislation Scholarship Writing Contest Publications	
5 – 6 p.m.	<b>Q/A With CoSIDA's New Executive Director</b> <b>John Huminek</b> <i>Moderator: Charles Bloom, CoSIDA President</i>	
6:30 – 8 p.m.	NBA/WNBA Reception	



### Monday, June 30

7 – 8 a.m.	CoSIDA Board Meeting
7:30 – 8 a.m.	Coffee and pastries
7:30 a.m. – 4 p.m.	CoSIDA Exhibitors [Closed from noon – 1 p.m.]
8 – 11 a.m.	Registration
8 – 9:15 a.m.	<b>What Today's Athletic Director Wants From The Media Relations Office</b> <i>Presenter: Rich Claussen, Bailey Lauerman</i> <i>Moderator: TBA</i>
9:30 – 10:45 a.m.	<b>When a Phone Call Changes Your Day</b> <b>What To Do When In Crisis</b>
11 – 11:50 a.m.	Panel TBA
Noon – 1:30 p.m.	<b>Kickoff Luncheon</b> (No Keynote Speaker) <i>Presentation of Keith Jackson Eternal Flame Award to ESPN's Dick Vitale</i>
2 – 5 p.m.	Job Seekers Open
1:45 – 3 p.m.	<b>How to Protect Intellectual Property</b> <i>SPEAKERS: Collegiate Images Staff</i> <i>Moderator: TBA</i>
3:15 – 4:15 p.m.	<b>Inside The Numbers</b> <i>SPEAKERS: NCAA Statistical Staff.</i> <i>Moderator: TBA</i>
4:15 – 5:30 p.m.	<b>TABLE TOPICS</b> (12 topics) Coordinated by Roy Pickerill (Kentucky Wesleyan) <b>INDESIGN/PHOTOSHOP TABLE TOPICS</b> Coordinated by Jamie Weir (Michigan State). <i>Presenters: TBA</i>
4:15 – 5:15 p.m.	<b>FWAA/USBWA Meeting</b>
6 – 7:30 p.m.	<b>ESPN Reception/Academic All-America Hall of Fame</b>

## Tuesday, July 1

- 7 – 8 a.m. CoSIDA Board Meeting  
7:30 – 8 a.m. Coffee and pastries  
7:30 a.m. – Noon CoSIDA Exhibitors  
8 - 11:15 a.m. **Don Ranly**  
*One of the nation's leading teachers in writing, editing and publishing returns to the workshop.*  
*Moderator: Dennis O'Donnell (Rochester).*
- 11:30 a.m. – 1 p.m. **Awards Brunch**  
(Trailblazer, Rising Star, Jordan, Kenworthy, Wade)
- 12:30 p.m. **CoSIDA Golf Tournament**  
Site TBA (Advanced Sign-up Required)
- 1:30 – 5:30 p.m. **Softball/Basketball Tournaments**  
(Transportation TBA, Advanced Sign-Up Required)
- 6:30 p.m. Picnic Reception at TBA

## Wednesday, July 1

- 7 – 8 a.m. CoSIDA Board Meeting  
7:30 – 8 a.m. Coffee and pastries  
7:30 a.m. – 3 p.m. CoSIDA Exhibitors  
[Closed from noon – 1 p.m.]
- 8 – 9 a.m. **CoSIDA Business Meeting**  
9:15 – 10:30 a.m. Panel Topic TBA  
(*Don Yeager, 180 Degree Communications*)
- 10:45 – Noon TBA  
Noon – 2 p.m. **Awards Luncheon**  
(25-Year, Lifetime Achievement, Hall of Fame, Berg, Ward)
- 2:15 – 3:15 p.m. **Hosting NCAA Championships On Your Campus**  
*SPEAKERS: NCAA Championships Staff*  
*Moderator: TBA*
- 3:30 – 4:30 p.m. TBA  
4:30 – 5:45 p.m. Publication Awards Ceremony  
4:30 – 5:45 p.m. T-Shirt Exchange  
7 p.m. Going-Away Party



## 2007 WORLD SERIES CHAMPION BOSTON RED SOX IN TAMPA DURING 2008 COSIDA WORKSHOP

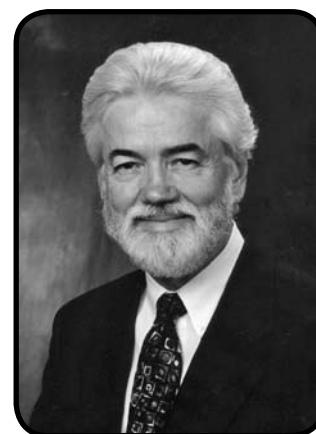
The 2007 World Series Champion Boston Red Sox will be in Tampa Bay Rays during the 2008 CoSIDA Workshop in a three-game set against the Rays June 30-July 2 (all with 7:10 p.m. starts). CoSIDA has already spoken to the Rays staff in securing tickets. Details will be posted once they become available.

Visit the Tampa Bay Rays Web Site  
<http://tampabay.rays.mlb.com>

## DON RANLY

### Returns to CoSIDA Workshop

One of the nation's leading teachers in writing, editing and publishing returns to the workshop.



# **PREREGISTRATION**

## **Set for TAMPA Workshop**

**By Dave Wohlhueter**  
**CoSIDA Treasurer**

Once again this year, we will be using the preregistration process for the CoSIDA workshop.

Here are a couple of suggestions. Please fill out the entire form, typewritten. **Make sure you have enclosed a check and pay the correct fee. THIS IS IMPORTANT ! Do not send form without check.**

Please remember this DOES NOT effect room reservation at the hotel. Hotel registrations still must be done by you, as in the past.

Here are your guidelines for this year's preregistration:

1. Please type or print all information on the preregistration blank printed in this issue. It must be legible so that your name can be spelled correctly on the badges worn throughout the workshop. Please use the name that you want printed on your name badge.

2. Fill out one form for each workshop participant. You do not have to fill out a second one for spouse, friends and children.

3. Follow the instructions on the blank and mark all appropriate lines.

4. When you fill out the form, please remember that everyone attending any of the events must be registered.

5. Preregistered fees are as follows: \$250 for non-CoSIDA members, \$150 for CoSIDA members and \$150 for spouses,

friends and children.

6. All checks and/or money orders should be made out to CoSIDA and are to be mailed (WITH THE PREREGISTRATION FORM) to treasurer, Dave Wohlhueter, 202 Tudor Road, Ithaca, NY 14850. **Make sure the form is with the check.** Envelopes must be postmarked by June 10, 2008, or you will have to pay the late registration fee.

7. There will be no refunds on preregistration monies unless a reasonable request is made at least one week before the beginning of the workshop (June 23).

8. Those who decide to register at the workshop will also have the opportunity to do so, but the late registration fees are as follows: \$300 for non-CoSIDA members, \$175 for CoSIDA members and \$175 each for spouses, friends and children.

9. At the workshop you will come to the registration tables at a time to be announced, as before, to pick up your registration packet and to sign up for spouses tours, etc.

10. As in the past, we ask that you pay your 2008-09 dues at this time, or this may be included in your preregistration payment.

11. Please let us know the number of people who will be attending the Academic All-America Hall of Fame reception on Monday night by filling in the number count on the preregistration form.

### **2008 COSIDA WORKSHOP PREREGISTRATION FORM**

**Tampa • June 29 - July 2, 2008**  
**(No Forms Accepted After June 10)**

PLEASE TYPE OR PRINT LEGIBLY

Name of participant \_\_\_\_\_

Representing \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

No. \_\_\_\_\_

\_\_\_\_\_ Non-CoSIDA member registered @ \$250.00 (U.S. Funds)..... \$ \_\_\_\_\_

\_\_\_\_\_ CoSIDA member registered @ \$150.00 (U.S. Funds)..... \$ \_\_\_\_\_

\_\_\_\_\_ Each spouse, friend, child registered @ \$150.00 (U.S. Funds)..... \$ \_\_\_\_\_

\_\_\_\_\_ 2008-09 associate membership dues @ \$80.00 (U.S. Funds)..... \$ \_\_\_\_\_

\_\_\_\_\_ 2008-09 active membership dues @ \$75.00 (U.S. Funds)..... \$ \_\_\_\_\_

\_\_\_\_\_ 2008-09 student membership dues @ \$25.00 (U.S. Funds)..... \$ \_\_\_\_\_

TOTAL ENCLOSED..... \$ \_\_\_\_\_

\*\*\* NUMBER OF PEOPLE WHO WILL ATTEND THE SUNDAY NIGHT

ACADEMIC ALL-AMERICA HALL OF FAME RECEPTION..... \* \_\_\_\_\_

(\*Fill in the number. We need a count)

Registered spouse's/friend's name for name tag \_\_\_\_\_

Registered children's name (s) for name tag (s) \_\_\_\_\_

**Please fill out one form for each workshop participant.**

**Spouse, friend and children can go on the same form with regular workshop participant**

# Packery

# PACKER

## Packer to be honored with Jake Wade Award

*Emmy Award Winning Broadcaster Recognized  
for Contributions to Intercollegiate Athletics*

Billy Packer, who broadcast his 100th Final Four game on Saturday, April 5, was selected by the membership of the College Sports Information Directors of America as the 2008 winner of the Jake Wade Award.

The award is presented annually to an individual who has made an outstanding contribution in the media to the field of intercollegiate athletics. Previous recipients include: Keith Jackson, Furman Bisher, Dick Enberg, Jim Simpson, Dan Jenkins, Dick Vitale, Robin Roberts, Christine Brennan and CBS Sports producer, Steve Scheer.

The Award is named for Jake Wade, the widely acclaimed sports journalist and national magazine contributor for the Charlotte Observer and Sports Information Director at the University of North Carolina-Chapel Hill from 1946-62.

This is Billy Packer's 27th season as lead analyst for CBS Sports college basketball coverage and 34th consecutive year covering the Final Four. He won a Sports Emmy Award for Outstanding Sports Personality/Analyst in 1993.

The son of a coach and stand out guard at Wake Forest University, Packer began broadcasting in 1972 covering ACC games and is in his 34th consecutive

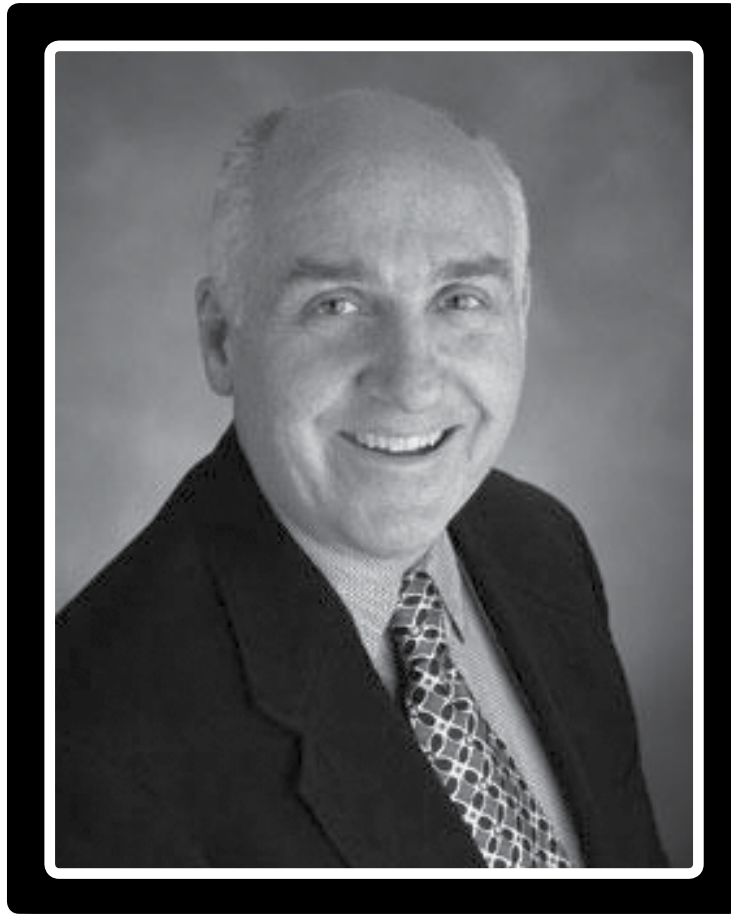
year calling ACC games for Raycom/Jefferson Pilot Sports. He joined NBC Sports in 1974 for the opening

round of the NCAA Tournament and then teamed with Curt Gowdy in 1975 for the entire tournament.

The following year he worked with Dick Enberg on college basketball's first regular season network television series, as well as the NCAA Tournament. In 1978, Al McGuire joined the pair, becoming one of the most popular broadcasting trios ever.

He was inducted into the North Carolina Sports Hall of Fame, the Wake Forest University Hall of Fame, the National Basketball Hall of Fame as the Curt Gowdy Media Award and the National Polish Hall of Fame. Packer also has received the North Carolina Sportscaster of the Year Award.

Packer spends the majority of his time investing and developing real estate including Old Beau Golf Club in Roaring Gap, N.C. Packer was born Feb. 25, 1940 in Wellsville, N.Y. and currently lives in Charlotte, N.C. with his wife, Barbara. He has three children Mark, Liz and Brandt and three grandchildren, G.G, Emerson and Jack.



# TAMPA'S LOOKING GREAT For 2008



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**Workshop Dates: June 29-July 2**

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# John Humenik

**Courtesy of Athletic Management Magazine**

On March 1, John Humenik became the first ever Executive Director of the College Sports Information Directors of America (CoSIDA). Recently, Humenik, who was previously the Sports Information Director at Princeton University, the University of Michigan, and most recently at the University of Florida, sat down with AM and shared his vision for CoSIDA as it deals with the challenges of new media and the 24-hour news cycle. He also addresses some common misconceptions athletic administrators may have about the sports information profession.

## **Why does CoSIDA now need an Executive Director?**

Humenik: CoSIDA, which was established in 1957, has evolved into a diverse 2,300-member national organization composed of the sports public relations, communications and information professionals throughout all levels of collegiate athletics. Until my recent appointment, the organization has relied solely on volunteer committee service to administer day-to-day operations, including oversight of an annual convention. The membership decided last summer at the annual convention that the scope of the total responsibilities and time requirements being demanded should now be handled with more full-time oversight. Administering an organization that has grown this large and diverse reached a point where there simply had to be, for the benefit of the organization and the professional members it represents, more day-to-day oversight as well as providing broader and more strategic leadership in dealing with the issues facing sports public relations/media relations/communications at the collegiate level.

## **What are your duties as Executive Director?**

I serve as the organization's senior administrator, working very closely with its Board of Directors and committee staff in handling the organization's day-to-day administration and operations as well as the development of short- and long-term strategic planning and initiatives. I also serve as the organization's primary liaison with all of the nation's collegiate sports governing bodies, sports management organizations, and coaches associations. Fundraising is an important part of the position so that additional revenue streams can be generated to not only support current operations but also new initiatives that the Board of Directors and membership would like to put into place, both short-term and long-term.

## **What short- and long-term goals do you have for the organization?**

Our annual convention takes place in Tampa in late June and what I want to try and get accomplished first with the Board of Directors in the short-term is that by the time the convention arrives, we

have fully in place the organization's first-ever comprehensive strategic plan which will then act as our blueprint for moving forward in a variety of ways over the next several years. The next short-term goal, and the first objective of the strategic plan I've presented to the Board for review, is to do a thorough evaluation

of our full management and organizational structure to make sure that it is appropriate for where we are now and more importantly, one that will allow us to move forward in a variety of ways and help us get to where we want to head over the next few years.

In short, we need to make sure our management structure is one that is appropriate for dealing with the issues, challenges and opportunities facing us over the next few years and how we want to proactively attack them. Also, over those next few months I will be working hard on assisting our Marketing Director, Ed Carpenter, with fundraising efforts for the convention in Tampa and I also want to try and reach out and be as visible as possible within our membership, but also with other peer groups in college athletics. It will also be key for me to start mobilizing the leaders of our organization and profession at all levels who want to deal with specific issues and challenges and want to be a

part of seeking solutions to a variety of things.

I also will be reaching out to former SID's who have moved on to other prominent roles in college athletics such as Doug Elgin (Commissioner of the Missouri Valley Conference), Mike Tranghese (Commissioner of the Big East), Tom Hansen (Commissioner for the Pac-10 Conference), Rick Chryst (Commissioner of the Mid-American Conference), John Junker (Executive Director of the Fiesta Bowl), John Heisler (Senior Assoc. AD for Broadcast and Media Relations at Notre Dame), Chris Plonsky (Women's Athletics Director and Director of Men's and Women's External Services at the University of Texas), David Housel (retired AD at Auburn), Herb Vincent (Senior Assoc. AD for Public Affairs at LSU). They, and many others, do understand this profession and its people and want to help us move forward and their perspective on where we are, where we want to go and what we need to get there will be most important.

With regard to the long-term, I want to see us carry out and make significant progress as it relates to all aspects of the strategic plan that will be put into place within the next few months. That includes putting a management structure into place that is proactive and has a leadership culture that makes decisions and directs its future based on what I'm referring to as our "Seven Core Strategic Guiding Focus Principles." I want us to ask ourselves as leaders how is/how should/how could this matter—whatever it is we are discussing—advance the profession, advance its professionals, advance and strengthen the organization and professional society, advance image building/enhancing within the



collegiate community, advance image building/enhancing within our organization/profession, advance our national leadership position and profile within intercollegiate athletics, and does it support in a positive way our strategic plan and its objectives.

I believe this focus on those seven core leadership and management principles will enable us to make significant headway with many issues, challenges and opportunities, both internally and externally. That focus will, I believe, not only help us move forward in dealing with the issues and challenges facing the organization and sports communications profession, but it will also play a huge role in assisting us with moving forward on important initiatives as it relates to image building, continuing education, a bigger voice on appropriate matters within collegiate athletics, increased fund-raising, etc.

***How do you plan to address those goals right away?***

There are many things to balance at this point, but the most important thing for me, and I believe the organization, is to stay very focused on a couple of key foundation concepts as well as the “Seven Core Strategic Guiding Focus Principles” and not drift from getting those things and concepts in place as soon as possible. First and foremost is the need to get a strategic plan in place. I have already presented one to the Board of Directors and now we must get that reviewed, amended and approved as it is the key foundation piece for starting to then put multiple things into motion. Then as mentioned above, we will need to thoroughly evaluate our current management/organizational structure and put into place one that will enable us to carry out multiple aspects of the strategic plan as quick as possible. I’ve also provided the Board of Directors with some thoughts in this regard and I will continue to refine that management/organizational-restructuring proposal so that I’m fully prepared to pass along my complete thoughts and ideas once the strategic plan is approved and put into motion. I’m also working diligently at getting in touch with appropriate leaders at all levels of our organization and profession to let them know that I want to work with them in mobilizing in a manner that will help us/them better deal with challenges and opportunities as it relates to each of those diverse groups and multiple issues. I’m also reaching out to former SID’s who have moved into other aspects of college athletics, such as AD’s, conference commissioners, marketing directors, etc., to seek their advice and guidance relative to dealing with the issues and challenges before us. Many of these people might not actually be working in this profession per se at this time, but they have a deep appreciation and affinity for it and its people and we need their insight, perspective and support from them moving forward. I believe I also must work with our leadership to reposition ourselves, as quickly as possible, within the overall intercollegiate athletics community that we should not be viewed in this day-and-age as “Information Directors” but rather “Strategic Communications Directors.” We must convince our membership and all involved in the college athletics community that this is appropriate due to the overall role that communications can, and should, play within an intercollegiate athletics program in today’s world.

Finally, I want to fully put into place the “Seven Core Strategic Guiding Focus Principles” that I mentioned earlier as I truly believe that doing so will result in the type of positive momentum that we really need as an organization and profession.

***What are the most serious challenges facing today’s SIDs?***

I think that there are two serious core challenges that are at the center of multiple issues we are dealing with. One involves senior-

level leadership within athletics departments not having a true understanding of all of the elements involved in the job as well as the time-commitment associated with it and the second involves a tremendous lack of appreciation and respect for the value of that role within the overall scope of intercollegiate athletics and for the people involved.

Due to both of those scenarios we have very low morale throughout this profession in college athletics at this point in time. There is a need for a sincere understanding, throughout the entire college athletics community, that at a time when we really need, now more than ever, high quality and dedicated career-orientated professionals with the appropriate skills, knowledge and wisdom in the collegiate sports arena to deal with all of the complicated things taking place in the sports communications field as a result of this incredible communications evolution that we are going through, we are in fact losing a significant number of those quality people already in the field and young people are showing declining interest in the field as well. This is due to a widespread lack of understanding, respect, and appreciation for the value of this role and its people within an athletics program and within the college community.

There are tremendous time and stress demands facing these people and the senior-level leadership in athletics departments can not continue to ignore the current and future consequences of this situation which is, and will continue, to lead to significant turnover. In short, our profession and membership does not feel senior leadership understands, really wants to understand in many cases, what our membership is dealing with and facing each day and then they also feel “devalued” and underappreciated for the significant amount of time and dedication that they put into their jobs for the benefit of the school, athletics program and its coaches and student-athletes.

The top-level leaders in college athletics must hear our call that we need more experienced people with wisdom than ever before and yet we in fact have less people in the profession with at least 15-years experience than at any point over the last several decades. We are having a harder time now than 20 years ago attracting quality young people into the profession and then keeping quality people in the industry due to the excessive time demands, poor pay relative to that time commitment for a 24/7 news demand cycle, and a depreciation for the overall goodwill value of what these folks do as viewed by most AD’s. Young people see the time and stress demands see a lack of appreciation and as a result are clearly saying more and more that they don’t want to get involved in this career due to this situation. That only makes the pool of quality-professionals smaller and then impacts our ability to develop more experienced professionals down the road.

***How can you and CoSIDA help address those issues?***

There is no real secret to that. I, and the leadership, just have to keep hammering home these points to our peer groups. We have to be relentless in that regard. We have to make these groups understand that if they don’t help us deal with these issues, these will not just be CoSIDA issues, but issues for all of college athletics as athletic directors will find that the turnover within their own department for these positions will continue to rise and that the available pool for quality replacements will continue to decline. They will find less and less quality people to do these jobs and that will have a negative impact not just on communications departments, but on the overall athletics department.

I want to work with our leadership and membership to clearly show that this is indeed an issue and we need senior-level folks and peer groups to help us in dealing with it. Also, there are several key components of our strategic plan that revolve around image building and enhancing and increasing our national leadership profile and position. As we accomplish that, it will make it easier to get in front of the appropriate people to discuss these issues that will affect all levels of college athletics if not dealt with. In short, like so many issues we are facing, the time has come to quit talking about these things and start mobilizing to deal with them. We will also seek the advice of former SID's who have moved on to become AD's, conference commissioner and other prominent positions within the college athletics community. I would also like to find a way to get prominent national media representatives who do totally understand and value our role involved in this as well.

***How has dealing with the media evolved over the last five to 10 years? Are the challenges different?***

There has always been a competitive nature to the media and some tension has always existed between that group and the coaches and administrative staff, but that level of competitiveness and tension is at an all-time high with the need to break stories first and quickly. There is so much pressure on these folks to be first that in many cases they are being forced by their leadership to go with stories that are not complete. There is more tension between coaches, staff and the media than ever and SID's are caught right in the middle of this firestorm. In many ways, the growing negative attitudes that AD's and coaches have developed with regard to the media has impacted SID's in a negative way since so much of the frustration and anger that exists in this regard within an athletics department is directed at the SID. Those feelings have led to less and less access being allowed by and on the part of coaches which has greatly angered the media. The communications department is then taking the full brunt of the anger and tension that exists with both groups.

It is so much harder now to build relationships and preach some level of patience. It is so much harder for SIDs to try and speak on behalf of the media in meetings and defend what they do. In many cases when they try to do that, as we in the business were all once taught you must do, it hurts the SIDs standing further within the athletics department since they are now considered "one of them" rather than "one of us." The 24/7 news cycle that never stops and continues to be more competitive has created an environment of endless demands and pressures. The demands for I want and I need grow every day and everyone wants it right now. There has over the course of the last 25 years now, been slow erosion in decorum and respect between the media and athletics department staffers.

The advent of all of the new technologies that have surfaced over the last decade or so have only intensified the level of competitiveness and thus tensions on both sides and it has clearly impacted relationships and mutual respect in a negative way. As an organization, we must try to be a facilitator in improving this situation for the betterment of intercollegiate athletics.

***How do you see your profession evolving over the next five to 10 years?***

To me, so much with regard to that question relates to how successful we will be in staying focused and carrying out our strategic plan and thus its eventual level of effectiveness. Basically, I want us to help significantly shape where we are over the next five to 10 years and not let others in collegiate athletics fully

dictate that to us. Much of that will result from being far more proactive and successful with many of the things we discussed here in this interview than we have in the past. We must, in my opinion, concentrate on mobilizing our leadership and membership to be proactive in several areas, and if we are, then I see our organization and profession being significantly better in many ways with a morale that is much higher and healthier. If we are not, then the issues we have discussed here will have grown in scope and their impact will spread beyond being an "SID issue" to a college athletics issue. In my role I must be determined about our ability to influence where we are headed and that we can be a productive player in determining what positively transpires.

***What are some more common misconceptions athletic administrators may have about a sports information director's duties?***

I just think that most tend to forget that this function started, was developed and still is primarily to service people and their demands. That function has grown due to not only demands caused by the communication evolution we are experiencing but also internal demands as it relates to coaches with recruiting and support for marketing, fundraising and other entities. Most don't seem to understand, in fact don't want to understand, how time demanding that it is and yet at the same time question what these folks do. So many of them are out of touch with what it takes to do this job and do it well. For quite awhile, most AD's were former coaches, usually football and basketball coaches, and because they truly worked with SID's every day they had a solid understanding of their role and value. They "got it." Today, many AD's don't have that type of background and it has really impacted in a negative way how SID's are viewed by them and thus much of the athletics department. They are so worried about "cash value" and they just don't see and understand "goodwill and PR value" in servicing because to them it does not lead directly to "cash value."

That thinking is a key reason why SID's struggle to be included among the senior leadership staff as they aren't seen as people who make money, but those of us who have been involved in PR know that there is a tremendous value to "goodwill" that you can't determine in a cash-value sense. Unfortunately, that is what most AD's want to do. It is not co-incidence that the status of SID's in athletics departments has declined since the late 1970's when marketing, licensing and development departments first came along. The people/departments that can clearly prove with numbers that they raise/generate cash value are treated one way and those that have a harder time proving that—like communications departments—have declined in status.

Let me give you a good example of this type of thinking. In this day and age, communications people are virtually entirely responsible for the an enormous amount of the content on Web sites—especially content that really drives viewers—with namely things are taking place in a given day. In many cases these folks are writing stories at midnight or later at the conclusion of a 15 hour day while traveling on a bus or trying to catch a plane or at a hotel room. There is a huge amount of goodwill/PR value associated with doing this. For large numbers of people, especially fans and alumni who live in other parts of the country, this is how they get their news. This is their daily connection to their school. When this is all handled in the right way, as most SID's do handle it in an exemplary and dedicated manner, there is tremendous value in goodwill for the athletics program and the school. However, here is what normally happens. A person in the athletics department will sell some new advertising space for that Web site and get a pat

on the back for doing it, but no pat on the back goes to the people who are responsible for the content that drives fans to the site in the first place and thus provides the viewership numbers that the marketing person needs to effectively sell the space. This is the type of scenario that goes on routinely in athletics departments. SID's work their butts off, are dedicated beyond words in most cases, and receive no expressed appreciation/understanding for their significant role in building value for multiple things and then have to watch and listen as others take or receive credit because they can show a "cash value" increase but the SID can't.

As communications folks, we all know that in most cases a school's athletics program generates more day-to-day exposure for the school than any other aspect of the university. That might not be right, but that is the way it is. We all have been told that an athletics program has become the front-porch for the university and how most see that school and stay in touch with their university or college. It is the primary daily connection between a school and generations of people. Everyone associated with college athletics understands that, but yet the people that are most responsible for carrying out the elements of that daily connection through traditional and new-media formats, the SID's, are not truly and sincerely appreciated for that significant role that they play in all of the goodwill based value that is generated by these efforts. In many cases, however, senior-level management at schools sadly does not grasp that.

***What are you looking forward to most as you take over?***

I'm just thankful that I'm in a position that I can continue to be passionate about my chosen career path and that I am truly in a position as well to give something back to this profession and its people. I've been blessed to have so many great memories, meet so many wonderful people and experience so many wonderful things due to my career in sports communications. I very much wanted to be in a position that as I entered the stretch-run of my chosen career that I would be able to work on issues and challenges and try to be a difference-maker for my profession and its people who I most admire as I truly feel that they rank among the most noble, industrious and dedicated in all of collegiate athletics management. To be in such a position to hopefully accomplish this is most rewarding and I want so much to reward my profession and my colleagues with a performance that will justify the confidence that they have placed in me.

# **Proposed CONSTITUTIONAL AMENDMENTS**

**Article 6, Section 3 shall be amended to read:**

A REPRESENTATIVE, EITHER COLLEGE DIVISION OR AT-LARGE who shall have served in that capacity for A FULL THREE-YEAR TERM, shall not be eligible for re-election as a COLLEGE DIVISION OR AT-LARGE REPRESENTATIVE to the Board of Directors.

Rationale:

CoSIDA has too many good members to rely on the same board over and over again. While I am sure at one point college division representatives were hard to find, today's organization features a talented pool of members willing to serve the Board. So long as at-large representatives may come from either the college or university division ranks, we must treat these positions equally. This amendment will extend the once-in-a lifetime restriction for at-large representatives to both positions.

Jim Stephan  
Director of Media Relations  
University of South Alabama

**Article 13, Section 2 shall be amended to read:**

Section 2: The Association may, at its annual meeting, present up to FIVE members with the Hall of Fame Award. Each year, TWO college division and TWO university division members may be inducted, along with the next highest vote-getter from any division from among those nominated.

These awards will be selected by previous Hall of Fame recipients and the Special Awards committee members; the Third Vice-President will chair the Hall of Fame selection as a non-voting member.

Rationale:

CoSIDA has annually elected three Hall of Famers since the 1970s when membership was less than 700. With today's membership at over 2,300, there are many more candidates deserving of consideration.

Larry Dougherty  
Temple University  
Special Awards Committee Chairman

# What's Happening WITHIN THE RANKS

WITHIN THE RANKS

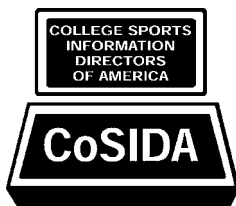


## **OHIO STATE** Lee Gives Star Spangled Performance

When Ohio State hosted the NCAA women's swimming and diving championships March 20-22, graduate student Kendra Lee had her hands full as media coordinator for that championship event. Handling the requests of the NCAA and hosts committees, ESPN, Swimming World, FloSwim, local media and SIDs and media traveling with their teams, she did a superb job in seeing that everyone got what they needed (and that's a lot of heat sheets!)

Friday night before the event finals, she took it a step further by singing the National Anthem to a capacity crowd of nearly 1,500. The Minnesota native did a fantastic job singing a capella; after taking her bows, she went right back to the copy machine. Great job, Kendra!

*Submitted by Shelly Poe  
Ohio State Sports Information*



## **TEXAS**

### **Feldhaus Named Swimming World's SID of the Year**

PHOENIX, Ariz. - ONE of the unsung heroes within the sports community is the media relations contact and sports information director (SID). These tireless workers put forth an incredible amount of hours to make sure that the best each organization has to offer is provided to the public and media.

Swimming World continues to shine the light on the best of the best with its second annual SID of the Year award. Texas' Travis Feldhaus has been named the winner of the second-annual award as the top SID within the sport this year. This comes a year after Feldhaus was named honorable mention.



For those not aware of the integral role SIDs play within the sports community, these people are the workers assigned by organizations within the industry to interact with the media for their respective sports. Many of the interesting facts and stats found within media reports usually come directly from the intense research done by SIDs.

With this in mind, the staff at Swimming World analyzed how quickly SIDs worked with us on the requests for information, images and interviews as well as how they did promoting their own programs.

This past year, Feldhaus did an outstanding job with the Longhorns. On top of working with the Texas men, who wound up taking second at the NCAA Division I Men's Championships, Feldhaus also had the pleasure of publicizing one of the top women's recruiting classes in the land.

#### **Texas men's head coach Eddie Reese on Travis:**

He is one of the best SIDs I've ever seen. He really takes everything about the sport seriously, and just does a great job. He also works well with the athletes as they all know and like him.

#### **Texas women's head coach Kim Brackin on Travis:**

He does a great job of covering our current team's accomplishments, and he takes the time to get to know each of the women on the team so that he has more perspective on the items he reports. Also, it is such an exciting year in recruiting and he did a great job of marketing the incomers and promoting them. He is as excited as we are to have that kick start next year.

Other SIDs were named honorable mention for the award based on their strong professional work. This year, we added media relations members of various National Governing Bodies to those up for the SID of the Year award.

#### **Collegiate Ranks:**

Matt Crouch (Auburn), Paul Goldberg (Southern California), Chris Harrell (Texas A&M), Jeremiah Hergott (Michigan), Jeff Keiser (Minnesota), Justin Kischefsky (Navy), Kendra Lee (Ohio State), Chris Macaluso (Purdue), Doug Meffley (Northwestern), Jessica Raber (Washington), Casey Self (Tennessee), Jakob Skipper (William & Mary), Ryan Sosin (Michigan).

#### **National Governing Body Ranks:**

Jamie Fabos (USA Swimming), Erin Greene (USA Swimming), Ian Hanson (Swimming Australia), Yana Ivanova (Swimming South Africa), Karen Linhart (USA Swimming), Martin Richard (Swimming Canada).

WITHIN THE RANKS

# STILLWELL

## RECEIVES 2008 PAUL MORRISON AWARD

ST. LOUIS -- Missouri Valley Conference Commissioner Doug Elgin announced today that long-time Missouri State University sports publicist Mark Stillwell has been selected as the 2008 recipient of the Paul Morrison Award.

The Morrison Award is presented to honor those individuals who have made significant contributions to their respective league-member institutions, the Missouri Valley Conference or collegiate athletics, in general.

The presentation of the award took place during the Rawlings Coach of the Year Luncheon in the Landmark Ballroom at the Renaissance Grand & Suites on Thursday, March 6.

"The Paul Morrison Award provides the unique opportunity to recognize individuals who operate under the radar," said Commissioner Elgin, who is in his 20th year with The Valley. "Of course, the work and service provided by Mark Stillwell to not only Missouri State University but the Missouri Valley Conference as well shine like a beacon for all to see."

The league began presenting the award in 1997, when Drake University historian and consultant Paul Morrison became the first recipient. The Conference renamed the award in his honor this past fall.

Since that first year, Dr. Lee Bevilacqua of Creighton (1998), Glen McCullough of Bradley (1999),

John Sanders of the MVC staff (2004) and Roland Banks of Wichita State (2006) have been so honored.

The current MSU assistant director of athletics for public relations/sports information director, Stillwell is retiring at the end of the calendar year after more than 36 years at Missouri State. Along the way, he has witnessed the athletics program evolve from Division II to Division I with membership in 10 different leagues, including the Missouri Valley Conference. Missouri State has played host to conference or NCAA competition in more than a dozen different sports in Stillwell's time at the school.

Over the years, he has received some 60 national awards for publications and writing from the College Sports Information Directors of America (CoSIDA) and Council for the Advancement and Support of Education (CASE), including four Best in the Nation awards.

In addition to his MSU service, Stillwell was a Lieutenant in the Navy when he joined the Missouri State staff. He was promoted to

Lieutenant Commander in 1977, to Commander in 1981 and to Captain in 1988. He retired as a Captain in 1991 with 28 years of Navy service. He saw active duty from 1967 to 1970 in the Pacific, Vietnam and Korea.

A 1967 graduate of Drury University, Captain Stillwell is married to the former Tina Chasteen, also of Springfield.



## **CoSIDA Seeks Nominations for Board of Directors**

The **CoSIDA** Nominating Committee is now seeking candidates to serve as members of the **CoSIDA** Board of Directors. The Board of Directors for 2008-09 will be elected at the summer workshop.

### **Current positions open are:**

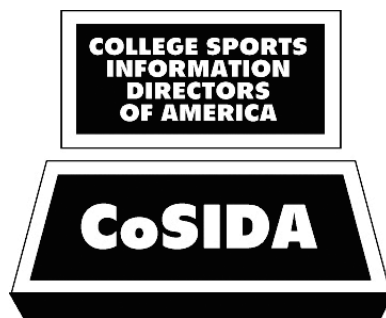
**CoSIDA** Third Vice-President, representing the Southeast Region (7-year Board rotation)

**CoSIDA** College Division Members (2), one representing the Central Region through 2011, one representing the Northeast Region through 2011 (each a three-year term).

The Deadline for nominations is  
**May 15, 2008**

**Please forward all nominations to:**

**Rod Commons**  
**CoSIDA Past President**  
**Washington State University**  
**P.O. Box 641602**  
**Pullman, WA 99164-1602**  
**rodco@wsu.edu**  
**Fax: 509-335-0267**  
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# The 24-Hour SID

## Technology Brings Sports Information Directly to Fans

*Published on SavannahNow.com  
(<http://savannahnow.com>)*

By Nathan Dominitz

Michael MacEachern remembers what his job was like before sports information departments moved to the ink-free era.

When college football games concluded, the staff would crank out carbon copies of the "book," a thick packet of statistics, notes and quotes - enough copies for all of the reporters in the press box, and then some.

"At the end of the game, I'd be all purple and blue," MacEachern recalled.

This was 20 years ago, before common usage of computers, photocopiers, printers and other conveniences of current technology. .

When MacEachern was a graduate assistant working at The Citadel in Charleston, S.C., he used a teletypewriter, a precursor to the facsimile machine.

"It took six minutes to send one page," MacEachern said. "My first computer was a Commodore 64 at The Citadel."

MacEachern has been the sports information director at the Savannah College of Art and Design since August 2001. Today, he has at his disposal both desktop and laptop computers, wireless cards, automated scorebooks, audio and video capability, e-mail, the Internet and real-time statistics on the Bees' Web site.

"More is expected of us, of course," MacEachern said of his profession. "Now you have a lot of these things at hand. It makes it easier. There's still a lot of time involved."

For local colleges with men's and women's sports numbering in the teens or higher, advances in technology are supposed to compensate for fewer people in the sports communications office. The tradeoffs are the convenience, mobility and accessibility.

"Technology allows us to do our jobs a lot better," said Opio Mashariki, Savannah State's assistant athletic director for media relations. "E-mail and the Internet have been a revolution in sports information departments. We get things to each other quicker, get it on the Internet quicker, get it to the media quicker."

They have become 24-hour SIDs. Media requests made in the past in person, by mail or by phone can be asked, and answered, through e-mail or information found on the Web site.

"What you can put in the media guide, you can put on the Web site," MacEachern said.

Departments are phasing out printed media guides for each sport and moving toward electronics. There's more emphasis, then, to make the school athletics site a clearinghouse of information "as complete as possible, as up to date as possible, as easy to access as possible," said Chad Jackson, Armstrong Atlantic State's director of



sports communications.

"Everybody has to have one," said Jackson, who has been at AASU since August 1999. "You're trying to give your athletic department a distinct look. You don't want to look like everybody else."

Be creative but avoid confusion, he advised.

Jackson redesigned the AASU athletics site last summer and went through four or five drafts. The basic look stayed the same with a few tweaks. He surveyed various coaches and an in-house critic.

"I asked my wife, Melissa," Jackson said of one web feature. "She didn't like it.

"I listened to a couple of things she said."

Cast of thousands

The three colleges are at various stages of the cutting edge, which keeps getting more edge. Games on over-the-air radio can be simulcast on the Internet. Webcasts can add video to the audio. Podcasts add a prerecorded element, as packaged video clips of, say, a coach's show, supplement team coverage.

Live stats put play-by-play in a printed format on the Web site, with various bells and whistles being part of the package.

It's almost like you don't have to come to the games anymore, but the schools don't want that.

However, it's a godsend for those who can't make it - like the parents of former AASU catcher Sean Hotzak, who live in Canada, or former SCAD basketball player Gerard Bowden's folks in New Zealand. They listened religiously.

"A lot of time with parents, this is the first time they haven't seen Johnny or Susie play their particular sport," MacEachern said.

One picture sums up the change in this particular corner of academia.

The national organization for college sports information directors changed its logo from incorporating a manual typewriter to a laptop computer.

*Contact Information*  
**THE 2007-08 CoSIDA BOARD OF DIRECTORS**

<i>Office</i>	<i>Name</i>	<i>Office Phone</i>	<i>Fax Number</i>	<i>Email</i>
President	Charles Bloom Southeastern Conference	(205) 458-3010	(205) 458-3030	cbloom@sec.org
First Vice-President	Nick Joos Baylor	(254) 710-3043	(254) 710-1369	nicholas_joos@baylor.edu
Second Vice-President	Justin Doherty Wisconsin	(608) 262-1811	(608) 262-8184	jmd@athletics.wisc.edu
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College Division Rep. Central	Bill Wagner Depauw	(765) 658-4630	(765) 658-4708	bwagner@depauw.edu
College Division Rep. Northeast	Eric McDowell Union	(518) 388-6170	(518) 388-6096	mcdowe@union.edu
College Division Rep. West	Dave Reed Colorado College	(719) 389-6105	(719) 389-6256	dreed@coloradocollege.edu
College Division Rep. South	April Emory Elizabeth City State	(252) 335-3278	(252) 335-3627	aemory@mail.ecsu.edu
College Division Rep. At-Large	Kent Cherrington Plymouth State	(603) 535-2477	(603) 535-2868	kcherrington@plymouth.edu
College Division Rep. At-Large	Jim Seavey Suffolk	(617) 994-6459	(617) 227-4935	jseavey@suffolk.edu
Past President	Doug Dull Maryland	(301) 314-7064	(301) 314-9094	ddull@umd.edu
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Past President	Rod Commons Washington State	(509) 335-0269	(509) 335-0267	rodco@wsu.edu
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# FIVE

## Questions . . .

### With Ryan Maurer

*Director of News Services  
and Sports Information  
Wittenberg University (Ohio)*

**1. Talk about your career path. Where have you been, who are the people who have influenced you and what keeps you at Wittenberg?**

I graduated from Miami (Ohio) University in 1994 with a degree in English literature (specialization in journalism) and a minor in political science. I planned to be a sports writer, and things were going along pretty well in that area until I got married and decided that my wife's schedule was too incompatible with mine. So I shifted gears and earned a master's in education from Cleveland State University in 1998 while completing a graduate assistantship in sports information.

The hours in sports information aren't a lot better during the school year, but I have found that I like the work better and I really like the college atmosphere. There is something very invigorating about being a part of a college campus – I feel like I am a part of the story (however small) as opposed to an outsider coming in occasionally to tell the story.

Wittenberg is a wonderful place with wonderful people, and it has been a great place to be for the last eight years. My two sons, now ages 5 and 7, and my wife join me in being active members of the college community, attending sporting events, participating in various social and academic activities and even participating in summer sports camps.

**2. You are responsible for Wittenberg's news services operation, handling areas other than sports. That used to be a fairly common arrangement in Division III, but it's become increasingly rare. How difficult is it for you to work in both areas?**

I arrived at Wittenberg in 2000 to be the sports information director. While I didn't assume my current dual position until 2005, I have had a variety of other tasks almost since the day I arrived. I guess the powers that be at Wittenberg feel I multi-task well.

I was promised a part-time support person for both sports information and news services when I accepted the position, but few things in life ever work out exactly as planned. It didn't become a significant problem until both support positions were eliminated prior to the 2006-07 school year.

Now with a sports information intern back in the fold, I have kept pace fairly well with the immense workload. I generally feel like I juggle all the tasks pretty well, although I never really feel like I accomplish everything on each day's to-do list. That's probably the hardest part about my job – there is too much for one person to do each day and thus I rarely have an opportunity to work on big-picture projects.

I do not believe that this split position is an optimal set-up, and I would not advise any collegiate human resources office to use it as a model. That said, I have found that with the right support system, including supportive and empathetic co-workers and supervisors, it can be made to work.

I report to the director of university communications, and she is very supportive of my efforts to balance personal and professional priorities. Likewise, our director of athletics has been wonderful to work with – he is very positive and supportive of me, always willing to jump in with a helping hand.

**3. Wittenberg has a sports information intern. Is that a relatively new position, how do you use your intern and do you envision more Division III schools adding an intern position? (OK, that's actually three questions, but it still counts as one).**

I mentioned the intern earlier and addressed how it came about. It is nothing short of a must-have in my dual position situation, but I really think it is a concept that should be embraced across college sports information offices, especially at the Division III level. In order to keep good people in the profession – and considering the relatively low pay scale – it is essential that sports information directors have the opportunity to balance personal and professional lives. An intern is essential to making that a reality.

My intern is primarily responsible for maintaining statistics, updating records, organizing photos, preparing game programs, handling the many day-to-day requests that come in and working closely with me to update Web sites, produce media guides and cover games. In



addition, I have structured the position to work closely on athletics broadcasting services, supervising student workers and calling games whenever possible.

**4. Podcasts, Webcasts, live video...how much time do you devote to new media and are the benefits worth the expense and effort? And are there aspects of your job that you've determined should now get less attention—or are eliminated—as a result of the time devoted to new media?**

I devote a great deal of time to new media projects and if we are more successful in raising money through sponsorships in the future I will continue to enhance our offerings in that area. This clearly is the wave of the future, thus I have allotted a certain amount of my intern's time to broadcasting, live stats, photo galleries, e-mail news release lists, text messaging services and a variety of other new media tasks.

I have to give credit where it is due, however. None of this would be possible without the efforts of Scott Leo, Wittenberg's student radio station adviser and play-by-play voice of the Columbus Clippers. He and I work closely with a team of student broadcasters and this year we will end up carrying nearly 100 varsity athletics events live on the Internet – we currently primarily run audio only, but we hope to add video feeds for many of these games in the near future. Scott also records weekly podcasts and e-mails them to me for posting online.

In terms of new media offerings, the largest workload for me is in the organization of volumes of information and photos that I have chosen to supply online. I have complete records sections, photo galleries and archives sections dating back to the late 1990s posted for each team, I have started posting media guides, and I write game stories for every event/game for every team. I make use of a host of student workers to get this done.

In eight years, the efforts to essentially turn the athletics Web site into a one-stop informational shop for prospective students, current students and their parents, fans and alumni has forced me to reassess other areas. Most notably, I discontinued the weekly all-sports news releases that had been done for many years, I have eliminated archiving of hard copy files (everything I need in terms of reference materials is online) and I rarely travel with teams unless they are in NCAA Tournament action.

**5. CoSIDA executive director John Humenik is listening. What are the most important things he should be taking on in his new position?**

To me, the most important thing is quality of life. This profession is constantly losing good people because the pay is low, the hours are long and the respect on campus often is not there. True, being an SID is a labor of love, but everyone has his or her limit.

We need an advocate who can creatively find ways to communicate the immense value of sports information directors to the general public and, specifically, to university athletics directors and presidents. This is a position that is crucial to a university, a point of first contact for multiple constituencies, including media, prospective students, parents and alumni. Few other people on any college campus have an opportunity to make such a wide-ranging and significant impact.

**Five Questions Interviews conducted by:**

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

# CoSIDA Board Minutes March 27, 2008

## CoSIDA Officers Conference Call Minutes

Charles Bloom called the meeting to order at 11:30 a.m. CT.

\* The group discussed plans for the 2008 CoSIDA Workshop. Nick Joos will post the tentative workshop schedule on the website as soon as possible.

\* Jamie Joss will blast e-mail the link to the schedule, the Tampa Marriott reservation page and the release on Dick Vitale winning the Keith Jackson Award.

\* Ed Carpenter and Justin Doherty went over the sponsorship update for the workshop. Doherty also discussed softball and picnic social plans.

\* Larry Dougherty reviewed the timeline for special awards and indicated that online voting was working well.

\* Carpenter gave an update on the marketing committee and there was discussion that the logo contest could be tied into the application of the strategic plan devised by John Humenik.

\* There was also some discussion on ESPN's sponsorship of the Academic All-America Program and the progress of monies received.

\* Humenik discussed a timeline for the strategic plan, an update with IMG College and NACDA and went over a financial/fund-raising report as well as PR initiatives to SIDs in building attendance in Tampa.

The meeting was adjourned at 12:30 p.m. CT.

# NCAA Statistics Service



## NCAA STATISTICS

By Jeff Williams, NCAA Statistics Department

As we begin the month of May, the 2007-08 campaign is almost finished. The NCAA Statistics staff would like to thank you for all your work this past year. Here are a few reminders that will help finish the year.

### BASEBALL/SOFTBALL HELPFUL HINT REMINDER

As you teams get into postseason tournaments, please remember these couple of hints that you will likely need to be aware of:

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](http://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.).

### MEN'S AND WOMEN'S BASKETBALL AND MEN'S AND WOMEN'S DIVISION ICE HOCKEY RECORDS UPDATES

With the basketball and ice hockey seasons completed, it is time for you to submit any individual or team records – game, season or career – set during the 2007-08 campaign. Please email DI men's basketball records to Gary Johnson at [gjohnson@ncaa.org](mailto:gjohnson@ncaa.org) and send DII and DIII men's basketball records to Sean Straziscar at [sstraziscar@ncaa.org](mailto:sstraziscar@ncaa.org). On the women's side, please forward all information to Jenn Rodgers at [jroddgers@ncaa.org](mailto:jroddgers@ncaa.org). Please email all men's ice hockey records to Bonnie Senappe at [bsenappe@ncaa.org](mailto:bsenappe@ncaa.org). On the women's side, please forward information to J.D. Hamilton at [jhamilton@ncaa.org](mailto:jhamilton@ncaa.org). Deadline for submitting records is May 14.

### COSIDA CONVENTION

Members of the NCAA Statistics Staff will be at this year's CoSIDA Convention in Tampa. The staff will be participating in all table topic sessions. If you have any particular items you would like to discuss at the upcoming convention, please email Jim Wright ([jwright@ncaa.org](mailto:jwright@ncaa.org)) with suggestions.

### ROSTER UPDATING

You can go in at any time during the season to make adjustments to your rosters. The link for rosters is: <http://web1.ncaa.org/stats/StatsSrv/login>

## Closing Out the Spring

### COACHES YEAR-BY-YEAR RECORDS/CALCULATING TIES

Thanks to all of you who have sent in year-by-year coaching records following the winter season; this has been a great help as we enter them into the database. We would greatly appreciate if you did the same after the winter campaign as well for men's and women's basketball and ice hockey.

We have seen quite a few coaching records that include ties calculated incorrectly, and just wanted to make sure that we're all calculating these the same way. For every tie, award half a win, and then divide by the total wins + losses + ties to determine winning percentage. For example, if a coach is 270-88-5, take the 270+2.5 (=272.5) and divide that by 363 for a .751 winning percentage.

### FAXING OF BOX SCORES/WEEKLY RELEASES

In the era of the internet and email, institutions no longer need to fax box scores, or fax or mail weekly releases. The only time that we would ask you to fax a box score is when a record is broken. When you do so, please identify the record.

### 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>

Please be aware that all current record books and statistician manuals can be viewed or purchased online at [www.ncaa.org](http://www.ncaa.org). Go to Media and Events, and then click the link titled, "NCAA Publications." You will then see the entire NCAA Library, where you can view all of the NCAA's official publications.

Spring publications that you should have already received include the Baseball Records Book, Softball Records Book and the first-ever printed Lacrosse Records Book. The Spring Championship Records Book is available in an on-line version only.

Scoring rules for baseball and softball are included in the rules books for those sports, as well as in the Baseball/Softball Scorebook. A separate statistics manual is not published for those sports.

As always, we are open to suggestions, and are available to answer any questions that you may have, so please don't hesitate to call or email us.

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- Career Statistics (Generate Individual and Coaching searches along with career statistics and wins and losses) <http://web1.ncaa.org/careerStats/StatsSrv/careersearch>

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## OTHER HELPFUL NCAA WEBSITES

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

# **Sports Illustrated**

## **Sports Illustrated FOR WOMEN**

## **Sports Illustrated FOR KIDS**

**Future**  
**CoSIDA**  
**Workshop Sites**

*2008 Workshop*

*June 29-July 2*

**TAMPA**

Marriott

*2009 Workshop*

*June 26-29*

**SAN ANTONIO**

Marriott

*2010 Workshop*

*July 3-8*

**SAN FRANCISCO**

Marriott

*2011 Workshop*

**MARCO ISLAND**

Marriott

*2012 Workshop*

**ST. LOUIS**

Renaissance

**TAMPA**  
**CoSIDA**  
**Convention**  
**June 29 - July 2**  
**Marriott**  
**Waterside**

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# COSIDA ANNUAL MEMBERSHIP, WORKSHOP ATTENDANCE

<i>Year</i>	<i>Site</i>	<i>Membership</i>	<i>Workshop</i>	<i>Year</i>	<i>Site</i>	<i>Membership</i>	<i>Workshop</i>
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
1992	Lexington	1706	989	1975	Houston	623	303
1991	San Francisco	1669	915				

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# CoSIDA

## 2008-09 MEMBERSHIP APPLICATION

COLLEGE SPORTS  
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NAME: \_\_\_\_\_

COLLEGE AFFILIATION: \_\_\_\_\_

POSITION: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

TELEPHONE: (OFFICE) \_\_\_\_\_ (HOME) \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

MEMBERSHIP CATEGORY:

- ACTIVE (\$75)     
  ASSOCIATE (\$80)     
  STUDENT (\$25)

**RETURN THIS FORM TO:      DAVE WOHLHUETER**  
**202 TUDOR RD**  
**ITHACA NY 14850**

**Make Checks Payable to CoSIDA**