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Communications Leader Bonnie Caver to Speak at Collegiate Athletics Strategic Communications National Convention

Caver Public Relations President and Founder to educate College Sports Information Directors of America (CoSIDA) members on reputation management and its impact in the changing environment of communications.

AUSTIN— Caver Public Relations, a virtual strategic communications and reputation management firm with an expanded collegiate athletics consultancy, announced that President and Founder Bonnie Caver is a guest speaker today at the College Sports Information Directors of America (CoSIDA) Convention in San Francisco.

"I am thrilled to be on the agenda for this conference. College Sports Information Directors have one of the most challenging, yet fun jobs in communications. Every step they make is on a public stage with media coverage and fan interaction at a constant," said Bonnie Caver. "I'm looking forward to discussing strategic communications and reputation guidance with some of the top communicators in the country."

Caver's session, which kicks off a day focused on strategic communications, is entitled "When It Comes to Reputation, What's Your Win-Loss Record?" The presentation highlights the role communicators have in reputational guidance and how to strategically impact that reputation in a changing communications environment.

"In 2008, we expanded our focus to consult with collegiate athletic programs in strategic communications with Caver Sports Communications," said Caver. "We have passion for helping college athletics programs strategically manage the complex communications issues they face on a daily basis."

CoSIDA's 2010 Convention is July 4-7 at the Marriott Marquis in San Francisco. Along with a panel of the nation's top communications professionals, journalists and professors speaking about best practices, strategic communications and social media in the college athletics, the convention will also feature interactive seminars addressing topics such as media relations, crisis communications and image enhancement.

Caver, a 20-year public relations veteran, is a Certified Crisis Manager from the Institute of Crisis Management and is certified in Reputation Management from the Reputation Institute. She founded Caver Public Relations in 2004 and is a frequent speaker on communications and reputation management topics.

About Caver Sports Communications

Caver Sports Communications is the first strategic communications and public relations

consultancy focused solely on college athletics. Caver Sports Communications helps college athletics programs build a strategy and the appropriate team around their communications efforts so communication is in sync, both internally and externally.

Caver Sports Communications, based in Austin, Texas, was founded in 2008 as an arm of Caver Public Relations. For more information visit: caversports.com .

About Caver Public Relations

Caver Public Relations is a virtual strategic communications and reputation management firm with a diverse global client base focused in Texas, the Southeast and China. Caver PR also has a dedicated division, Caver Sports Communications, which focuses entirely on strategic communications consulting for college athletics programs. With a commitment to creating and executing innovative communications strategies that generate partnerships and exceed business goals, Caver Public Relations merges traditional and social communications strategies to engage, tell the story and guide reputations of clients.

Founded in 2004 by Bonnie Caver, Caver Public Relations offers each client personalized senior expertise and leadership. By assembling a niche team that specializes in a unique industry and strategic communications vehicle needs, Caver PR offers specialized expertise without the overhead of a larger firm. For more information, visit www.caverpr.com