‘Goin’ to Kansas City... Kansas City, here I come’

You can sing it, you can see it, you can taste it, you can feel it... Kansas City appeals to all the senses

In the center of America’s heartland, Kansas City is an energetic city forged by a rich history and brimming with activities to keep you entertained — eclectic cuisine, swinging jazz, one-of-a-kind museums, a thriving arts scene and fantastic shopping. That’s what awaits you when you come to town in October for the annual National College Media Convention — the largest gathering of student journalists and advisers in the world — and discover something about media.

ACP, CMA and CBI will help you discover through nearly 400 practical and professional learning sessions, from high-profile keynotes to specific, problem-solving breakouts, hands-on workshops and discussion groups. Other convention activities include an exhibit hall with vendors who sell to student media, ACP’s Best of Show contest, receptions, awards convocations, critiques and a newspaper job fair.

Breakout sessions for print and online newspapers, broadcast stations, yearbooks and magazines are planned to meet the publishing and broadcasting needs of all college and university student media. Some are specifically for college dailies, some for journalists at community colleges and private schools. Others are for those who are looking for the latest information from the FCC affecting their campus radio station.

Whether it’s ethics and law, technology and design, advertising and business operations, photography and art or just the basics of news writing and reporting, this convention covers all the bases.

With more than 2,500 delegates at the past two conventions, the annual ACP, CMA and CBI fall gathering has become the place to seek solutions to the most challenging publishing and broadcasting problems, share success stories, see what’s new in the media marketplace, discover trends and network with students and advisers from the United States, Canada and often other countries.

Let your discoveries continue outside the convention. The world-renowned jazz legacy continues today in clubs throughout the city. For barbecue lovers, the city’s signature food can be found at more than 100 barbecue establishments, but visitors also delight in restaurants of every ethnic origin. Pack your bags and discover something unique and unexpected in Kansas City.

Info & Deadlines

- **HOTEL RESERVATIONS**
  - Oct. 7* – Hotel reservations
  - Oct. 13 – End earlybird (reduced) registration fees
  - Oct. 13 – Convention workshop registrations due
- **Oct. 12** – Last day to mail registration to ACP
- **Oct. 24** – Last day to fax registration to ACP
- **Oct. 24** – Last day for online registration
  - *After Oct. 7, rooms may still be available, but phone the hotel before faxing or mailing a reservation. If there is no availability, phone ACP at 612-625-8335 or e-mail info@studentpress.org.
- **Walk-in (on-site) registrations are accepted beginning Wednesday, Oct. 29 at the convention registration desk.**

CMA’s revised web site will be unveiled soon

The CMA web site is undergoing a major revision. Using Drupal, open source content management system, the new site will create an opportunity for members to join together as a community, with a members-only section, a chance to follow the discussion group online, feeds from our blogsite friends, and much more. Look for us at [www.collegemedia.org](http://www.collegemedia.org).
Facing challenges head on

My family and I did the Great Western Vacation this past summer, a 10-day odyssey that took us to the Grand Canyon, Yellowstone and Mount Rushmore. Even though I couldn't help but recall vivid details from the 1983 movie “Vacation” — wherein Clark Griswold took his family on the vacation from hell — ours went off with few hitches.

Admittedly, a highlight of the trip was when son Brent and I hiked three miles down Bright Angel Trail at the Grand Canyon south rim. We left our room at the El Tovar Hotel at about 6:15 a.m. I carried a daypack with several liters of water, a half dozen energy bars and a digital camera. The temperature at the rim was pleasant, in the lower 80s as we made the short walk down to the trailhead, elevation 6,860 feet.

Few people were on the trail at that hour as we headed down. We set a comfortable pace, familiarizing ourselves with the feel of the trail as we negotiated Jacob’s Ladder, a series of tight switchbacks. The trail, with an average grade of 18 percent, is considered “steep” and “difficult” in all the literature I read. After about 25 minutes and a 1,140-foot drop, we reached One-and-a-Half-Mile Resthouse, where we refilled water bottles, took some photos and rested for a short while.

Then, we were off again, heading to Three-Mile Resthouse, another 800-foot drop in elevation. We arrived in about 35 minutes, feeling pretty good. We rested, munched energy bars and watered up. While it would’ve been relatively easy to continue down, I decided to turn back to the rim. After all, as experienced hikers know, every step down eventually must be countered by a generally more arduous step back up.

And arduous it was. Our pace was much slower, more measured, with more frequent rests and sips of water. I was sweating pretty heavily from the exertion in the increasing morning heat, but then again, I sweat pretty heavily whenever I exercise. We encountered many more hikers on our return trip and made it a point to greet most — perhaps a third of whom were Asian or European.

We reached the rim at about 11:30 a.m. Given that the typical round trip to Three-Mile Resthouse is four to six hours, we felt pretty perky making it in five. Looking back now, I am delighted at how much I got out of this.

First, this became a valuable learning experience for both Brent and me. Neither of us had done any hiking before, but that didn’t stop us, and we both look forward to our next opportunity. Second is the real pleasure I felt at meeting the challenge of the hike. After all, at 59 and about 20 pounds over my ideal weight, this was no cakewalk. Yet, I did it. Finally, and most importantly, are the memories my son and I carry of our five-hour adventure, especially that we did it together.

So, you may ask, what’s the point in sharing this little hiking story with my CMA colleagues and friends? Well, as with many of life’s experiences, my Bright Angel hike reinforced benefits that carry beyond a memorable family outing.

As advisers, we and our students share many experiences together. Confronted by expanding technologies, those experiences increasingly are new for both adviser and student.

In the process, we also face challenges. Either we shrink from them or meet them head on, intent on overcoming but willing to
Putting the capital ‘C’ in KC

By Michael Koretzky
CMA special events coordinator

At this year’s convention, forget the five W’s and embrace the five C’s: cigars, cereal, CDs, cards, and gift certificates. And they’re all free. Here’s how…

SPEED TEAM SCRABBLE

Advisers only! Play a weird game of Scrabble that involves Sinatra, shirts, and stopwatches. Meet us at the adviser reception in Suite 2022 at 9 p.m. Thursday and play for quality cigars and an Amazon gift certificate. Even spectators can win.

This is Scrabble on steroids. You and another adviser – pick one yourself or we can play matchmaker for you – will have 60 seconds to lay down your tiles. If you’re late, you forfeit your turn. Details at collegemedia.org/scrabble.

FIRST AMENDMENT FREE FOOD FESTIVAL

Get a small taste of this award-winning event that you can host on your own campus — you can even get grant money to do it. The first 250 people in the Royal Exhibit Hall (Muehlebach lower level) on Friday from 8-9:50 a.m. will eat a free breakfast as they’re violently denied their First Amendment rights. Come hungry, leave hurt.

MIDNIGHT SNACK

On Halloween, your students can trick-or-treat in the Royal Exhibit Hall. The second annual Midnight Snack runs from 11 p.m. to 1 a.m. and features free cereal and free critiques.

Your students can refine their feature writing over Frosted Flakes or simply opt to play poker. The game is Ethics Hold’em, played just like over Frosted Flakes or simply opt to play poker. The game is Ethics Hold’em, played just like poker.

Would you like to explore new technologies for reporting breaking news? Want to learn how to use interactive maps to illustrate and expand on your stories? Are you curious about how to bring audio, video, text, graphics and still images together to tell compelling, dynamic stories that will keep your readers coming back for more?

Have we got a convention for you!

The workshops are part of CMA’s new Digital CAMPUS (Coalition for the Advancement of Multimedia Potential and Useful Strategies) Initiative, an effort to help student media organizations take advantage of the latest innovations in journalism.

“We are in a race. And we’re nowhere close to competing as well as we must,” said Ken Rosenauer last January in announcing CMA’s four-point Digital CAMPUS program, including annual research competition, a multimedia think-tank, a convention multimedia workshop, and one-day, regional sessions at least twice a year.

Here’s is a brief Q&A With Ken Rosenauer, CMA President

Q: What made CMA decide to launch the Digital CAMPUS initiative?

Ken: Digital CAMPUS is the culmination of extensive discussion and planning by the CMA Board during the past 18 months. Among its goals is bringing top-notch, hands-on interactive multimedia training to advisers and their students at its two annual conventions and at low-priced regional workshops. Our Fall National College Media Convention in Kansas City in October will be our first chance to roll out the Digital CAMPUS convention workshops. In addition to our workshops prior to the New York Convention in March 2009, we hope to feature the mobile lab in at least one more regional workshop that will be scheduled during the 2008-09 academic year.

The Digital CAMPUS workshops for the fall convention in Kansas City:

• WEDNESDAY-THURSDAY: Multimedia Storytelling – Taught by Ron Sylvester, Wichita Eagle, and Jennifer Ward, Fresnobee.com, Wednesday (Part 1), 1 to 5 p.m., Thursday (Part 2) 8:30 to noon, $69

• THURSDAY: Breaking News with Twitter and Live Blogging – Taught by Ron Sylvester, The Wichita Eagle, Thursday 1 to 3 p.m., $25

• FRIDAY: Breaking News with Live Video – Taught by Jennifer Ward, Fresnobee.com, 9 to 11 a.m. Friday, $25

• FRIDAY: Audio Editing with Audacity – Taught by Ellyn Angelotti, Poynter Institute, 9 to 11 a.m. Friday, $25

• FRIDAY: Web Publishing With Free Content Management Systems – Taught by Brady Teufel, Cal Poly San Luis Obispo, 12:30 to 2:30 p.m. Friday, $25

• SATURDAY: Video Editing with iMovie – Taught by Ellyn Angelotti, Poynter Institute, 9 to 1 p.m. Saturday, $25

• SATURDAY: Creating Interactive Maps – Taught by Brady Teufel, 9 to 11 a.m. Saturday, $25

Get ready to add some new equipment and new skills to your journalist’s toolbox.
Even More Convention Highlights

Stellar keynoters headline convention

THURSDAY: Brian Storm
Brian Storm is president of MediaStorm, a multimedia production studio based in New York City. Prior to launching MediaStorm in 2005, Storm spent two years as vice president of News, Multimedia & Assignment Services for Corbis, a digital media agency founded and owned by Bill Gates. Storm led Corbis’ global strategy for the news, sports, entertainment and historical collections. He directed the development of Corbis’ production tools and the representation of world-class photographers for assignment work with a focus on creating in-depth multimedia products.

FRIDAY: Mark Glaser
Mark Glaser is a longtime freelance journalist whose long and winding career include columns on hip-hop, reviews of videogames, travel stories, and humor columns that poked fun at the titans of technology. He writes the MediaShift blog for PBS and oversees the MediaShift Idea Lab group blog. He wrote a weekly column for USC Annenberg School of Communication’s Online Journalism Review, and he still writes the OPA Intelligence Report e-mail newsletter for the Online Publishers Association.

SUNDAY: Ellen Siminoff
Ellen Siminoff is a media industry veteran who helped reshape the media landscape as a founding executive of Yahoo!. Ellen will share her insider stories from the front lines of the Internet revolution and offer thoughts on where digital media is heading. Ellen has deep roots in the newspaper business and will also explain why she believes that college newspapers have enormous potential to unlock in the digital age. Ellen Siminoff is President and CEO of Shmoop University, an educational web site. In 2005 she was one of eight industry professionals named “Masters of Information” by Forbes magazine.

Special Events from page 3
like Texas Hold’em but with a subtle educational twist. (These special decks were bought with an SPJ grant, but don’t worry: It’s still gambling, and if you don’t want to learn nothin’, you don’t gotta.) Since this year’s event falls on Halloween, the best costumes made out of objects found in the hotel will win cigars and CDs. See last year’s event at www.koretzky.com/snack.

Questions? Holler: michael@koretzky.com.

Focus Session Saturday
Christof Putzel, Current TV
A third generation news reporter, Christof is an on-air correspondent and producer for Current TV. He’s covered a wide range of stories around the world, from the crystal meth epidemic in California’s gay community, to the exploitation of child gold miners in the Democratic Republic of Congo. His most recent production, From Russia with Hate, about the rise of neo-Nazi skinheads in Russia, was nominated for an Emmy and won the prestigious Livingston Award for international reporting. In summer of 2006, Christof and his co-producer were the first American TV journalists to venture into Mogadishu, Somalia after Islamic militants seized control of the war-torn capital. Their resulting story, Mogadishu Madness, was nominated for an Emmy for Best New Approach to Current News Coverage. Christof graduated from Connecticut College, where he produced and directed Left Behind, a documentary about AIDS orphans in Kenya, which screened at the Cannes Film Festival in 2003. His work has appeared on ABC’s Nightline, Good Morning America, CBC, and the Sundance Channel.

Current TV is an Emmy award winning open-source news and information network that connects young adults with what’s going on in the world, in their voice and from their point of view.
Return this completed form, with payment to:
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Membership, which includes subscription to College Media Review, Newsletters and membership privileges runs from July 1 - June 30.

•  Memberships
CMA Memberships only:
  CMA Active member (1 year)* ......................... $90.00
  CMA Active member (2 years) ....................... $165.00
  CMA Associate member (1 year)** .................... $90.00
  Business/Institutional Membership (1 year) ........ $250.00
Combined memberships:
  CMA & Student Press Law Center (SPLC)... $120.00
  CMA & Community College Journalism Association (CCJA) ...................... $130.00
  CMA, SPLC, & CCJA .................................. $160.00
  CMA & SPLC (2 years)............................... $225.00
  CMA, SPLC, & CCJA (2 years) .................... $300.00

*Active members shall be restricted to individuals who are performing duties as advisers, supervisors, or directors of educational, business or technical phases of student publications operations in colleges or universities and those involved in journalism education.
**Associate membership shall be extended to individuals or organizations whose profession or business brings them into close contact or association with any one of the various phases of student media operations. If Associate, explain position:

•  Publications (monograph member prices)
  Law of the Student Press-A CD that examines the legal issues confronting America's student journalists, advisers and administrators ................. $15.00
  College Media Advising: Ethics and Responsibilities ........................................ $12.00
  Responsible and Ethical Decision Making:
    Advertising and Editorial Content...............$22.00
    Governing College Student Publications ..... $22.00
  Annotated Bibliography of Cases at the Student Press Archives
    (Macintosh Disk-Microsoft Word) ............... $22.00
  New Adviser Handbook ................................ $85.00
  Non Member Price ................................. $160.00

CMA Federal I.D.# is 35-1394342

Please fill out the information below as you would like it printed in the CMA membership directory. This will also be the address we use for mailing purposes.

•  About You
Dr./Mr./Mrs./Ms.______________________________________
Title ________________________________________________
Address _____________________________________________
City______________________________________ State ________
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Phone (office)_________________________________________
(fax)______________________ (home)____________________
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•  About Your School
School Name_________________________________________
Enrollment________________________
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Supervisor Name, Title, Dept.__________________________

•  About Your Job
Media Advised:
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    Frequency Published _____________________________
    Yearbook - Name ________________________________
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    Radio - Name ____________________________________
    TV - Name ______________________________________
    Journalism Educator Other _________________________
    Years Advising

•  More About You
Indicate the number of years experience, professional and advising combined, you have in each area:
    _____ Newspaper _____Photojournalism _____Radio
    _____ Magazine _____Yearbook _____Television
    Video Yearbook
What is your area of expertise? i.e. Design, Broadcast, Reporting

Don’t forget to renew your membership today. Not sure of your membership status? Contact Ron Spielberger at CMA Headquarters (email: rspielbrgr@memphis.edu)
Challenges
Continued from Page 2

be defeated in the process. Yet, even defeat offers us lessons that equip us to be more successful.

The great African leader Nelson Mandela once said, “The greatest glory in living lies not in never falling, but in rising every time we fall.”

Finally, the camaraderie that develops between many advisers and their staffs builds memories that all carry their whole lives.

American writer Harlan Ellison said it well: “Like the wind crying endlessly through the universe, Time carries away the names and the deeds of conquerors and commoners alike. And all that we are, all that remains, is in the memories of those who cared we came this way for a brief moment.”

I look forward visiting with many of you at our Fall National College Media Convention in Kansas City next month. Perhaps we can go hiking together.

Digital CAMPUS
continued from page 3

In addition, the initiative has two other objectives: to encourage significant multi-media research, which will be published in College Media Review, and to host an annual think tank of multimedia experts from across the country at the CMA Spring National Convention in New York City.

Bottom line, multimedia is sweeping the world, touching nearly every facet of our lives, including the media. As the country’s leading media advisers organization, CMA has a responsibility to do all it can to help its members and their students to respond to this exciting evolution and help take college-based media back to its traditional role as innovators and risk takers.

Q: What do you hope students and advisers will get from these workshops?

Ken: We’re aware that a few hours at a convention or regional workshop isn’t going to cover all that advisers and students need to know about multimedia. However, we have designed the sessions to give all those who attend sufficient training to quickly put to work basic skills and practices. Once this door is opened, we’re confident that additional CMA-sponsored training — as well as personal initiatives of advisers and students — will enable them to become more fully engaged in this exciting trend.

Q: Can we say how much CMA is investing in equipment? Or can you in some other way quantify CMA’s commitment to this project?

Ken: The initial cost of equipment for this project has been estimated at $35,000 with a commitment for more annually. While this is a significant expense, the CMA Board is convinced that it is money well spent.

These workshops, held in the new CMA mobile computer lab, will allow participants to learn practical multimedia skills they can take back to their student newsrooms — and into the professional workplace.

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CMA plans to make these workshops a regular feature of conventions. Workshops are open to advisers and students for an additional fee.
Fourteen from across the country gathered in Nashville over the summer for a three-day boot camp on how to become more effective advisers. Featured speakers at the New Adviser Workshop included CMA officers and staff. Pictured are Warren Kozierski (left) and legal experts James Tidwell (above) and Frank LoMonte of the Student Press Law Center (below).
CALL FOR ENTRIES IN THE 2008 LOUIS E. INGELHART AWARDS

The Ingelhart First Amendment Fund was established by College Media Advisers, Inc. and donors to educate campuses and communities about the freedoms protected by the First Amendment. The fund is named for Louis E. Ingelhart, builder of the Ball State University’s journalism department, dedicated defender of the First Amendment and mentor to a multitude of college and high school media advisers.

In light of recent developments in the realm of student media and the courts in which students’ First Amendment rights have been further eroded, this year might be a most appropriate time to consider mounting a program designed to educate your campus and community about the First Amendment.

This is where CMA can help.

Requests for Ingelhart First Amendment grants are being accepted through Sept. 30, 2008. The grants will be awarded to CMA members to underwrite programs designed to elevate awareness of First Amendment freedoms on an individual campus. A total of $1,000 will be awarded this year to each of the winning applicants.

There is no application form. Applicants need only to explain in a letter why their proposed program deserves funding. Please send an electronic proposal and its cost to:

Annette Forbes, CMA Treasurer, Iowa State Daily, aforbes@iastate.edu

Requests will be reviewed by CMA’s Media Law Committee, and grants will be awarded at the National CMA/ACP Convention in Kansas City.