New team to lead CMA

With nearly 400 workshops being offered in Austin, the Fall National College Media Convention (Oct. 28-Nov. 1) is your opportunity to experience and learn what’s happening in online & social media, newspaper, broadcast, yearbook and magazine.

From Wednesday to Saturday, witness an array of expert advice across a great number of topics like, faith-based and legal issues; old & new media; design & technology; advising; sports; music & pop culture; advertising & editorial; photojournalism; and professional development. Yoga and morning jog meet-ups are also available.

Here’s just a small preview of some of what’s to come:

**Early Bird Wednesday:** Business & Advertising; Newsroom Management; Digital Photography; and Coaching Writers: the 7.5 Habits of Highly Effective Journalists with Dick Weiss; and more.

**Thursday:** Breaking News with Twitter & Live Blogging; New Adviser Workshops; Adobe Creative Suite Overview; Audio Editing with Adobe Audition; Web Publishing with Free Content Management Systems; 100 Plus Radio and TV Promotion Ideas in 49 Minutes; Pop Music and Culture: Coverage and Criticism; Building a Better College News Website; and much more.

**Friday:** Impact of Internet and Economy on Student News Media; Covering “Bad News” on Campus; Going Digital Without Going Broke; Wringing the Bad Writing Habits Out of Your Eager but Inexperienced Staff; Advising The Radio/TV Station: A Faculty Caucus/Workshop; Survive and Thrive: Five Models for Newspapers in the Coming Decade; and, still more.

**Saturday:** Convergence on a Dime: Student Media Migration to the Web; Getting Online Quickly; Organizing the Photography Staff; New Adviser Course; and Revenue Beyond Print Ads? Advisers Share the Wealth; and – you guessed it – a whole lot more.

**And, Sunday:** The closing keynote and announcement of 2009 Best of Show Winners.

**Whew! All workshops and no play?** On Thursday and Friday, organized tours of media-related, Austin Hot Spots are available.

Tours range from the Watergate Papers exhibit (Harry Ransom Center, University of Texas, Austin), and GSD&M Idea City (Austin ad agency founded by four alumni of The Daily Texan) advertising staff to the O. Henry Museum (a look into the life and home of William Sidney Porter, the man who became famous under the pen name O. Henry) and Austin City Limits for a live taping of Texas Monthly Talks with an interview with former Secretary of State Madeleine Albright. Also on tap are tours of the Austin American-Statesman (including discussion with online and news staff) and the Harry Ransom Center (home for a Gutenberg Bible from 1455 and Edgar Alan Poe exhibit), a tour of Clear Channel, where six stations operate, and still more.

There is limited room on these tours, so please be considerate of other members when selecting and reserving space.

Some workshops are included in the convention rate, others require an additional fee.

See you there!
Meeting the challenges redux

Almost exactly two years ago, I wrote a column for this newsletter as I prepared to assume the leadership of CMA as president. The focus I used then was the challenge of winning and losing in sports — Jim McKay’s thrill of victory and agony of defeat.

My football team at Missouri Western, the Griffins, had just been soundly thumped by the Bearcats, our archrivals at Northwest Missouri State University just up the highway. Laura Widmer still secretly gloats over that one.

Northwest is 4-1 after annihilating cross-state opponent Truman State, 70-0 last week. The two have a longtime contest over something called the Hickory Stick, which Northwest has brought home the last 13 of 14 years. This year, it must’ve been bloody when they tucked it back into the trophy case.

Western is 5-0 — its best season since 1981 when it started 7-0 — following its 45-40 win last week over the Pittsburg State (Kan.) Gorillas, who came in ranked 23rd in national Division II polls.

The two teams face each other here this Saturday. Western has built new visitors bleachers with this contest in mind. They’ll be filled to overflowing. I’ll be raising my fist to them come Saturday.

I won’t even mention the Kansas City Chiefs this time …

My point then, as it is now, is that working together for the benefit of one and all is what CMA is all about. Working together means we never have to go it alone. Working together will allow us to overcome adversity and enjoy the thrill of victory.

I listed then the challenges that CMA faced during the next several years:

▶ The First Amendment rights of our student journalists are facing some of their greatest assaults in years.
▶ We advisers are increasingly pressured by administrators to censor our students’ work.
▶ And when we draw administrative ire, our jobs are more frequently on the line.
▶ Technology today is offering ever more marvelous opportunities for journalism and its practitioners; yet, that same technology is ever more complex, difficult to master and expensive to afford.
▶ Surveys tell us that the rift between traditional media and their audiences continues to grow while those same audiences continue to shrink.

Those challenges, which we have worked steadily to overcome, remain today as serious issues for the CMA agenda.

A combination of the economic recession (who saw that coming?) and even greater administrative attacks continue to make the first three a major concern. Working with Adviser Advocate Coordinator Kathy Lawrence, I have never seen such assaults against student First Amendment freedoms and adviser job security in my 30 years with CMA. We as an organization and each of us as individuals must remain vigilant and respond effectively to this growing challenge.

Technology continues to be a wonderful-worrisome challenge for us in college media. CMA responded to the demand for more sessions and more hands-on training at its twice-annual conferences. As much as we can deliver, though, it never seems to be quite enough, yet most schools seem to have made progress in the past two years in delivering more sophisticated products that benefit from the amazing technological opportunities before us.

That traditional rift between traditional media and their audiences has grown to become a chasm. Combined with the recession, it has become a double whammy that finally has forced media today — at least those who hope to survive — to re-vision themselves and reinvent effective ways of engaging their audiences.

More than ever, we in college media have the chance to test new ways of meeting that challenge. We can and should be the proving grounds for new technology and how it is incorporated into the way we deliver our products.

I have the greatest confidence in President-Elect Sally Turner and Vice President-Elect Dave Swartzlander to meet the known and the unknown challenges that lie ahead, but they’ll need your help to do so.

In closing, I’m reminded of the not-so-childlike story of Lewis Carroll's "Alice in Wonderland," wherein each of Alice’s encounters becomes a game, with rules to learn and consequences for doing so or not. Her ability to learn and to adapt ultimately spells success and reflects her growth to adulthood.

So, too, we in CMA must be like Alice. We must be willing to shift from the comfortable old ways that we and our students do our jobs. We must adapt to the changing rules of the changing games.

Failure is not an option. In this, together, we must succeed.
Social media beckons CMAers

Whether you’re an online social butterfly or rarely navigate the web, we invite you to connect with us on Facebook and Twitter.

Become a fan on Facebook, deemed the most popular online social network by the 200 million plus active users. It’s simple, but the benefits—not quite.

In fact, the benefits are great.

Receive updates on workshop information, such as room or time changes; convention details, highlights and recaps; and news relevant to you and your media organization. Not to mention, through becoming a fan you’ll be mixing and mingling with a community of fellow CMAers, where we hope you find it’s much easier to share in the conversation. Engage and interact by posting feedback, photos, videos, links and more, without worry of email overload. We have a feeling you’ll find this experience worthwhile.

For those who like it short and sweet, follow us on the 140-character max phenomenon, Twitter. We’ll be sure to Tweet updates and essential CMA information, as long as you Tweet us feedback. Peruse the Twitter applications, like Twitpic (photo sharing), TweetDeck (personalized browser) and Twtpoll (creating polls). Give Twitter a chance.

We did.

If you already have an account on Facebook or Twitter, find us at the appropriate address(es) noted below, and simply select “Become a Fan” for Facebook or “Follow” on Twitter. The rest is history. If you neither “fan”nor “follow”, no hard feelings. But, we hope you conquer the ultimate online social media experience with CMA and connect with us soon.

New webcasting rules may ease headaches

By Will Robedee
College Broadcasters, Inc.

For many College and High School radio stations, the recordkeeping issues surrounding webcasting has been a big headache.

The regulations currently require stations to report detailed information concerning each song played in two seven-day, sample periods each month along with the total on-line audience data, known as Aggregate Tuning Hours (ATH). In December of 2008, the Copyright Royalty Judges (CRJs) proposed changes to the reporting requirements that would eliminate the sample periods and require census (24/7/365) data.

Additionally, the CRJs proposed a change in the audience measurement from ATH to “Actual Total Performance” (ATP) data. ATP data would require reporting the number of on-line “listeners” for each and every song.

A third proposed change would have required stations to file these reports every calendar quarter. College Broadcasters, Inc. (CBI) has announced that, after years of legal filings, visiting with lawmakers, surveying members, etc., they reached a negotiated settlement, under the authority of the Webcaster Settlement Act of 2009, that addresses many of these issues. The settlement offers some meaningful, long-term results. Some highlights…

▶ Stations that average fewer than 75 simultaneous users will have the option of submitting reports of use that do not require any audience data (ATH of ATP) or paying a $100 proxy fee in lieu of any reporting.

▶ Stations with an average concurrent audience of over 75 will be required to submit reports of use, but they will not have to provide either ATH or ATP.

▶ Stations that are required or opt to submit reports of use under the settlement will only need to submit reports once per year in January.

▶ The fee for these stations remains at $500 annually through 2016 unless the station has an ATH above 159,140 (~208 average concurrent users in any month).

Through the years, CBI had found that stations’ biggest complaints concerning webcasting were the recordkeeping and reporting requirements. A recent survey conducted by CBI found that nearly all Noncommercial Educational Webcasters operated by students (“NEWs”) were unable to comply with the current requirements. This settlement provides stations with a means of complying with the regulations and, by doing so, allows stations to avoid potential claims of copyright infringement.

The negotiated reports of use rules also provide exceptions for stations that unexpectedly exceed the caps. In other words, if a station unexpectedly exceeds the established cap (either the 75 or 218 concurrent listener cap per month), the station will not automatically be pushed to the next level of recordkeeping/reporting requirements. However, if the stations’ monthly ATH exceeds 218 average concurrent listeners, it will be required to pay additional royalties for the listenening above the cap, but it still won’t be required to change reporting requirements if steps are taken to avoid exceeding the cap in the future.

The settlement is an option for stations, not a change in the regulations - at least not yet. CBI and SoundExchange have asked the Copyright Royalty Judges to adopt the terms of the settlement in the on-going regulatory proceeding which will set rates and terms for webcasters from 2011 through 2015. Currently stations that want to utilize new recordkeeping requirements will need to opt-in to the settlement.

See WEBCASTERS
The College Media Advisers’ Board of Directors has posted a request for proposal document for any CMA member who might be interested in serving as convention director for the 2011 and 2012 spring national college media conventions in New York.

The document that outlines board expectations for proposals is below.

In the past, the convention director and assistant director have received stipends for their work. The convention team is responsible for every aspect of convention management, both preliminary planning and on-site direction, including, but not limited to, coordinating programming for the convention, preparing the convention booklet, recruiting volunteers to assist and other duties.

The candidate(s) selected for this position will be expected to attend the spring 2010 convention to shadow the current management team as they perform their duties before taking over those responsibilities. Complete details, including a list of CMA officers, officers-elect and others who might be able to answer questions, is included in the RFP document.

The deadline for submitting proposals is December 1, 2009.
## Membership

### CMA Memberships only:
- CMA Active member (1 year)* $90.00
- CMA Active member (2 years) $170.00
- 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 book CD that examines legal issues confronting America's student journalists, advisers and administrators $20.50
- 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 (CD) $40.00

## More About You

**Don't forget to renew your membership today. Not sure of your membership status? Contact Ron Spielberger at CMA Headquarters (email: rsplbrgr@memphis.edu)**
New stations will need to opt-in now, while stations that are currently webcasting will need to opt-in when they pay their 2010 minimum fee in January. CBI and SoundExchange have agreed to submit the terms of the settlement in the arbitration process for 2011-2016, before the CRJs. If the CRJs accept the settlement (in whole), the rates and terms (including recordkeeping) will become a part of the regulations, which means stations will not have to opt-in to the settlement.


There is also news concerning the $500 minimum annual fee. CBI and others appealed the CRJs’ decision which implemented the $500 fee in court and won! The amount of the minimum fee has been remanded to the CRJs. This means that it is possible that the minimum fee for the 2006–2010 rate period could be adjusted, most likely downwards. At this time, the remand schedule has not been determined.
Laura Beth Barnes has joined the CMA headquarters staff as marketing/advertising and events coordinator.

She comes from a background in radio advertising sales, and as an adjunct faculty member at a nearby community college. Most recently she served as a media planner and buyer for a large Memphis advertising agency, handling the media for a number of national and regional accounts. She holds a BA, with an emphasis in advertising from the University of Memphis.

Since starting her current position, she has been mining college media databases, searching for those schools that previously had CMA memberships but no longer do. In addition, she has been updating existing non-member databases.

Laura Beth has been working on Austin convention projects, including updating signage and event menu management and has already begun to work on some aspects of the New York convention.

Aside from convention and membership work, Laura Beth has also been helping research, build and manage CMA’s social media presence on Facebook and Twitter.

She will be using both during the conventions to announce last minute section cancellations and changes.

Marilyn Peterson, associate professor emeritus of journalism and English, received the All American Adviser Award at a luncheon hosted recently by Midland Lutheran College in Fremont, Nebraska. Peterson, who advised The Midland newspaper at the college, was honored for her 30 years of service, celebrating the 120th year for the paper and the winning of 57 All American awards by 1994 when she retired. She is a Lifetime Member of CMA and is in the CMA Hall of Fame. Recipient of numerous other awards, she received the Honorary Doctorate of Humane Letter, teh Zimmerman Distinguished Professor Award, and an Award of Distinction in Journalism.

California State University, Long Beach’s /Daily 49er/ just became one of the first, if not the first print publication to place its daily edition on iTunes. iTunes users can download the full /Daily 49er’s/ updated PDF and also an accessible text-only version for the visually impaired. Users can also subscribe to the paper on iTunes, and receive it automatically every day. The /Daily 49er/ also went through an extensive redesign of its print edition and the paper also celebrates its 60th anniversary in November.
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, 2009. The grants will be awarded to CMA members to underwrite programs designed to elevate awareness of First Amendment freedoms on an individual campus. A grant of $1,000 will fund the designated recipient.

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.

Briefly speaking...

The 411... National College Media Convention Fall ‘09

National College Media Convention Spring ‘10

Future venues
2010--Louisville, KY--Galt House--October 28-31
2010--New York--Marriott Marquis--March 14-16
2011--Orlando--Renaissance Sea World--October 27-30