Take a big bite of the Big Apple

Take a look at CMA’s upcoming New York Experience by the numbers:

**Over 1600**
The number of student and adviser delegates anticipated to attend some or all of an expanded New York convention/workshop tandem experience this March.

**More than 200**
The number of informative, useful and cutting-edge educational sessions to be offered at the Marriott Marquis on Times Square during the national convention.

**26 sessions – from A to Z**
Media Pro Workshops, pre-convention immersion activities, to be held at the Roosevelt Hotel, featuring a Who’s Who among the nation’s top media professionals from advertising and hands-on computer training, to writing and the world of new media.

**6 Big Days**
The number of days the New York Experience will span – three days (March 13, 14 and 15) at Roosevelt Hotel for Media Pro Workshops and three days (March 16, 17 and 18) at the Marriott Marquis for the National College Media Convention, featuring programs, keynotes, breakouts, discussions, critiques and media tours.

**3 (or more) evaluation chances**
The minimum number of available opportunities to have your media evaluated through two contests (CMA’s Apple Awards and Columbia Scholastic Press’ Crown Awards) and one expansive program of on-site critiques by veteran advisers.

**3 big names**
The number of world renowned celebrities and newsmakers – former CIA operative Valerie Plame Wilson and Daily Show alum Mo Rocca are on board (with a surprise keynoter expected to join us) – delegates will have the chance to hear and meet.

**2 days for touring**
The number of days set aside for delegates to take advantage of behind the scenes media tours in what is arguably the premier center of the world for all forms of media – New York City.

**1 unrivaled experience**
An expanded college media experience unlike any ever staged before.

The value of this opportunity to you and your students: priceless.

So who is going to make the Really Big Show in New York City?

Some 1,600 college-affiliated journalists – representing print, broadcast and online journalists, student media advisers, two-year and four-year colleges, public and private institutions, big schools and little schools, advertising and business managers, designers and photographers, daily operations and weekly – are all expected to converge on New York City to attend the workshops, the convention, or portions of both.

This special newsletter has all the details, plus for even more, visit CMA online at www.collegemedia.org.

You won’t want to miss this!
Dear CMA President: I am a media adviser. Some of my friends say there is no real value in attending the Spring National College Media Convention in New York. Please tell me the truth; is it worth my time and money? —Virginia

Yes, Virginia, the need is very, very real

Virginia, your friends are wrong. They have been affected by the skepticism of a skeptic age, not to mention some of the confusion over the unique format of this year's convention. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's, women's or children's, are little. In this great universe of ours, we are mere insects, ants, in our intellects, as compared with the boundless world about us.

Yes, Virginia, there are considerable benefits in attending CMA's New York convention. Those benefits exist as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! How dreary would be the world if there were no Spring National College Media Convention. It would be as dreary as if there were no Virginias.

If there were no New York convention, there would be...

No Media Pro Workshops, with their 20 full-day events by leaders in their fields, covering multimedia, coaching, writing, photography, design, advertising, video, and hands-on software training.

No top-notch keynote speakers, including former CIA officer Valerie Plame Wilson.

None of the more than 200 sessions covering every media topic imaginable to make tolerable this existence.

We should have no enjoyment, except in sense and sight. The eternal light with which media advising fills the world would be extinguished.

No value in attending the New York convention? You might as well not believe in the Internet. Some people cannot see the benefits from attending this convention, but that is no sign that they are not there.

Just ask CMA member Matthew Cantore of Hudson Valley Community College, who has written: “What I've learned from CMA, and through trial by fire, is that I tend to spend a good deal of time recruiting, managing conflicts of various natures, and communicating the paper's interests to the administration and faculty of the campus. You'll note that none of these three main duties really has anything to do with journalism directly. "That's where CMA conventions are invaluable — there are conference sessions dedicated to managing staff/reader conflict, how to handle administration and faculty questions, how to recruit students, how to keep the students you recruit, and a variety of other adviser professional development sessions that I have found priceless.”

Cathy Stabilein of College of DuPage believes in the benefits: “I’ve been on the CMA speaker tour for many years, bringing back glory for my college. I’ve saved my butt on numerous occasions by having the collegial knowledge about what’s going on in college media based on talks with fellow advisers at CMA.”

And there’s this from longtime member and CMA Past President Kathy Lawrence of the University of Texas: “You attend specific sessions for advisers and get to know people who share your exact challenges on a daily basis. ... You’ll see a wide array of topics on new media, as well as on traditional media from some of the best minds New York City has to offer. [And you’ll] have ample opportunity in the hallways and in informal receptions and gatherings to ask detailed questions of speakers and of other advisers, many of whom will continue as your colleagues and mentors for many years.”

The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that’s no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You may tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world, which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance and clear promotional materials like this newsletter can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else more real and abiding than the benefits you can enjoy at CMA’s March offerings in New York.

No value in attending the Spring National College Media Convention? Thank God, there certainly is! A thousand years from now, Virginia, nay, ten times ten thousand years from now, it will continue to benefit the practice of media advising and make glad the hearts of advisers everywhere.

Remember, Virginia, we’re all in this together.

My apologies to veteran newsmen Francis Pharcellus O’Hanlon has become a timeless, marvelous and matchless work of art.
Spring ‘08 Convention/Workshops At A Glance

CMA’s New York Experience has two components this year -- pre-convention workshops and our national convention. The workshops are March 13-15 (Roosevelt Hotel) and the convention is March 16-18 (Marriott Marquis). Delegates can REGISTER ONLINE TODAY (https://www.collegemedia.org/nyc/groupleader.php) for the workshops only, the convention only or a combination of the two events, or you use the forms in this newsletter.

Spring National College Media Convention, Marriott Marquis on Times Square, Sunday through Tuesday, March 16-18.
• Early registration will be Saturday (3/15) from 5-7 p.m. on the 4th floor of the Marriott Marquis. (Early arriving advisers are asked to help with Packet stuffing, 3-5 p.m. Saturday, on the 4th floor of the Marriott).

• The registration and convention services desk will be open 8 a.m. - 5 p.m. Sunday (3/16), Monday (3/17) and from 8 a.m to Noon on Tuesday (3/18) on the Fourth Floor of the Marriot Marquis.

• The Convention will begin daily 9 a.m. Sunday with educational and training sessions, and special events scheduled all day.

• Convention activities will continue all-day Monday starting at 8 a.m. and all-day Tuesday, concluding at 3 p.m.

• The Crown Awards will be presented on Sunday during the 3:30 p.m. general session.

• The David L. Adams Apple Awards will be presented on Tuesday during the general session.

• The convention will conclude by 3 p.m. on Tuesday.

• To assist in your planning, a registration form for the convention is included in this newsletter.

• To assist you in making reservations at the Marriott Marquis, a hotel reservation form is included in this newsletter.

Media Pro Workshops (pre-convention), Roosevelt Hotel, Thursday through Saturday, March 13-15.
• Registration for the workshops will begin at 7:30 a.m. Thursday (3/13), Friday (3/14) and Saturday (3/15) in The Palm Room of the Roosevelt Hotel off the lobby. The registration desk will remain open until 3 p.m. each day.

• Workshops will start at 9 a.m. daily on Thursday (3/13), Friday (3/14) and Saturday (3/15) and will conclude by 5 p.m. on Thursday and Friday and by 3 p.m. on Saturday.

• To assist in your planning, a registration form for the workshops is included in this newsletter.

• To assist you in making reservations at the Roosevelt Hotel, a hotel reservation form is included in this newsletter.

• Workshop participants will stay at The Roosevelt Hotel (and those who plan to attend the convention participants are asked to move to the Marriott Marquis on Saturday). Those who stay at workshop and convention hotels can earn discounts on early registrations.
SPRING NATIONAL COLLEGE MEDIA CONVENTION (March 16-18, 2008) REGISTRATION FORM

COLLEGE MEDIA ADVISERS
Send this form to: College Media Advisers Headquarters (address below)

Please print clearly or type

Group Leader Name _________________________ Attending? □ Yes □ No

Publication/Medium _________________________

College /University _________________________

Address 1 _______________________________________

Address 2 _______________________________________

City _________________________ State ______ Zip ______

Telephone (_____ ) _________________________ Ext. ______

Fax (____ ) _________________________

Group Leader Email _________________________

REGISTRATION STATUS (Check One)

☐ Registering for CONVENTION ONLY (Complete This Convention Registration Form Only)

☐ Registering for CONVENTION & WORKSHOPS (Be Sure To Complete Workshop Form)

You may qualify for Free or Reduced Pricing if You Include Workshops with Your Registration Package

REGISTRATION SUMMARY

Student delegates # ___ @ $ 85 each ($95 each after 2/8/08) = $ ______

CMA Advisers # ___ @ $ 95 each ($115 each after 2/8/08) = $ ______

Non-CMA Advisers # ___ @ $135 each ($160 each after 2/8/08) = $ ______

Apple Award Entries # ___ @ $10 per category = $ ______

CMA dues paid now # ___ @ $ 80 for one year membership = $ ______

TOTAL PAYMENT DUE = $ ______

Plan Carefully. NO REFUNDS after February 8, 2008 (Substitutions Are Permitted)

BILLING INFORMATION

Please bill CMA Workshop Registration to a credit card:

Name on card _________________________

Type of Card: □ MasterCard □ VISA □ Discover □ Amt. Charged: $ ______

Card Account # _________________________ Exp. Date ______

Signature _________________________

Please bill CMA Registration to Address: □ Same as above □ Use address below for billing

Billing Contact Name _________________________

Purchase Order # _________________________ (For Billing Purposes)

College /University _________________________

Address 1 _______________________________________

Address 2 _______________________________________

City _________________________ State ______ Zip ______

Telephone (_____ ) _________________________ Ext. ______

Billing Contact Email _________________________

Make registration checks payable in U.S. funds to: College Media Advisers

CMA is not for profit educational corporation. Tax ID #35-1394342

Mail fees or fee arrangements with this form (or fax for credit card payments) as soon as possible to:

College Media Advisers, Department of Journalism, The University of Memphis
3711 Veterans Ave., Room 300, Memphis, TN 38152
Fax: 901-678-4798

For CMA Office Use Only

Received ______ Pg: ______ Ck #: ______ $ ______

P1D: ______ Reg ID: ______

Please name all delegates and check applicable boxes to describe the makeup of your delegation:

CONVENTION DELEGATE PROFILES

Delegate 1:
Classification: □ Student □ CMA member □ New CMA member □ Not a member

Medium: □ News □ Yearbook □ Magazine □ TV □ Radio □ Online □ Ad/Business

Medium Name: _________________________

Delegate 2:
Classification: □ Student □ CMA member □ New CMA member □ Not a member

Medium: □ News □ Yearbook □ Magazine □ TV □ Radio □ Online □ Ad/Business

Medium Name: _________________________

Delegate 3:
Classification: □ Student □ CMA member □ New CMA member □ Not a member

Medium: □ News □ Yearbook □ Magazine □ TV □ Radio □ Online □ Ad/Business

Medium Name: _________________________

Delegate 4:
Classification: □ Student □ CMA member □ New CMA member □ Not a member

Medium: □ News □ Yearbook □ Magazine □ TV □ Radio □ Online □ Ad/Business

Medium Name: _________________________

Delegate 5:
Classification: □ Student □ CMA member □ New CMA member □ Not a member

Medium: □ News □ Yearbook □ Magazine □ TV □ Radio □ Online □ Ad/Business

Medium Name: _________________________

Delegate 6:
Classification: □ Student □ CMA member □ New CMA member □ Not a member

Medium: □ News □ Yearbook □ Magazine □ TV □ Radio □ Online □ Ad/Business

Medium Name: _________________________

Delegate 7:
Classification: □ Student □ CMA member □ New CMA member □ Not a member

Medium: □ News □ Yearbook □ Magazine □ TV □ Radio □ Online □ Ad/Business

Medium Name: _________________________

Delegate 8:
Classification: □ Student □ CMA member □ New CMA member □ Not a member

Medium: □ News □ Yearbook □ Magazine □ TV □ Radio □ Online □ Ad/Business

Medium Name: _________________________

Delegate 9:
Classification: □ Student □ CMA member □ New CMA member □ Not a member

Medium: □ News □ Yearbook □ Magazine □ TV □ Radio □ Online □ Ad/Business

Medium Name: _________________________

Delegate 10:
Classification: □ Student □ CMA member □ New CMA member □ Not a member

Medium: □ News □ Yearbook □ Magazine □ TV □ Radio □ Online □ Ad/Business

Medium Name: _________________________

All convention attendees MUST be listed; if needed, please attach a separate sheet

Total number in convention delegation (include advisers) _________________________

☐ Check here if any members of your delegation have a disability that may affect participation in this event. Attach a statement to your registration regarding your disability-related needs. CMA will contact you to discuss accommodations. We cannot assure availability of appropriate accommodations without prior notification by February 8, 2008.
### COLLEGE MEDIA ADVISERS

Only a limited numbers of rooms are available at this special rate. Send this form to: The Marriott Marquis (address below) as soon as your travel arrangements can be confirmed (and no later than February 8, 2008). Please print clearly or type.

- **Contact Person:**
- **Contact E-mail:**
- **Telephone (Days):** ( ____ ) _______________ Ext. _______________
- **College /University:**
- **Address 1:**
- **Address 2:**
  - City __________________________ State ____ Zip ____________
- **Adviser:**
- **Adviser E-mail:**
- **Telephone (Days):** ( ____ ) _______________ Ext. _______________
- **Arrival Date:** _______________ **Arrival Time:** _______________
- **Departure Date:** _______________ **Departure Time:** _______________
- **Telephone:** ( ____ ) _______________ Ext. _______________
- **Fax:** ( ____ ) _______________
- **Group Leader Email:**

### NUMBER OF ROOMS DESIRED (Room Assignments)

<table>
<thead>
<tr>
<th>ROOM #</th>
<th>Please list room sharing arrangements</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Room Type:</td>
</tr>
<tr>
<td>Room 1</td>
<td>Name:</td>
</tr>
<tr>
<td>Room 2</td>
<td>Name:</td>
</tr>
<tr>
<td>Room 3</td>
<td>Name:</td>
</tr>
<tr>
<td>Room 4</td>
<td>Name:</td>
</tr>
<tr>
<td>Room 5</td>
<td>Name:</td>
</tr>
</tbody>
</table>

### PLEASE INDICATE THE TYPE OF ROOMS DESIRED (Summary)

<table>
<thead>
<tr>
<th>Type</th>
<th>#</th>
<th>Rate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>@ $235</td>
<td>per night plus tax*</td>
<td>$ __________</td>
</tr>
<tr>
<td>Doubles</td>
<td>@ $265</td>
<td>per night plus tax*</td>
<td>$ __________</td>
</tr>
<tr>
<td>Triple/Quad</td>
<td>@ $265</td>
<td>per night plus tax*</td>
<td>$ __________</td>
</tr>
</tbody>
</table>

**TOTAL ENCLOSED for first night’s deposit**

### GUARANTEE THE FIRST NIGHT VIA (Check One)

- **Name on card:** ___________________________________________________
- **Type of Card:**
  - American Express
  - MasterCard
  - VISA
  - Discover
- **Card Account #** __________________________ Exp. Date __________
- **Signature** ____________________________________________________

**OR DEPOSIT CHECK ENCLOSED in the Amount of** __________

---

**Please attach a sheet or duplicate this form if more rooms are needed.**

---

**MARIOTT MARQUIS HOTEL INFORMATION**

- **Hotel Address:** Marriott Marquis, Attention: Reservations, 1535 Broadway, New York, NY 10036
- **Telephone:** 212-398-1900 (General Hotel Info) • 1-800-843-4898 (Reservations) • Fax 212-704-8934

---

**Spring National College Media Convention (March 16-18, 2008) Hotel Registration**

- **Reservation deadline for these special rates is February 8, 2008. Rooms are subject to sellout before this date.**
- **Make hotel checks payable in U.S. dollars to The Marriott Marquis.**
- **Call for hotel rates and availability of space. Be sure to ask for the CMA convention rate.**
- **Special Note:** There will be charges for baggage handling of $6.50 per bag per person for groups of 10 or more arriving by bus or van. Each group leader will be expected to present payment in full for their party. Large groups that offload their transportation a block away from the hotel and carry their own bags will not be subject to these charges.
Workshops feature the best of the best

Our lineup for the Media Professional Workshop is set. Be ready to work with some of the best pros in the media business.

As far as the place to embrace new media and videography, well NY is it.

Bring your equipment, camera, video camera, laptop, etc to get the most out of some of these workshops. The software training sessions will have computers provided. Also, don’t forget to bring your portfolios for a possible review by our professionals.

Enroll now. Some of these workshops will have limited enrollment. On Thursday and Friday, all workshops start at 9 a.m. and will conclude before 5 p.m. On Saturday, the workshops will start at 9 a.m. and will conclude no later than 3 p.m.

Laura Widmer, New York Convention Director

PROFESSIONAL MEDIA WORKSHOPS IN NEW YORK

Thursday’s lineup 9 a.m.-4:30 p.m.
New Media: Multimedia Storytelling

Online news sites must look at the best ways to provide information to its readers. It’s more than the printed word with a photo. Discover the various ways that you can tell the story through multimedia rich web story packages. Also, you will discover how to take a web-first mindset into your budget meetings and assignments. Social networking and multimedia storytelling techniques will be discussed. It’s a new media world out there and this session will look at how to think about stories as a multimedia package.

Paul Conley has held senior positions at Knight-Ridder, CNN and Primedia Business. Paul has a particular interest in the shift from print to electronic publishing. He’s an advocate for traditional ethics and old-fashioned reporting, as well as multimedia storytelling and a Web-first mindset.

Jennifer M. Ward directs the content of fresnobee.com and other publications of The Fresno (Calif.) Bee. She joined the newspaper in April 2003 after working for more than three years as a programmer and interactive editor at DallasNews.com (The Dallas Morning News). This year the fresnobee.com website has been named a top 10 site by The Associated Press Photographers Workshop/ Videography: Planning Packages.

For the morning after legendary Notre Dame head coach Lou Holtz resigned.

Jena Janovy is an Enterprise Editor with ESPN. Com where she assigns, edits, builds and publishes enterprise packages and long-form features in the enterprise/features/investigations group. She also coordinates coverage with the news desk, sports coordinators, SportsNation, “Outside the Lines,” Radio, ESPndeportes.com, ESPN The Magazine and “E:60.”

Advertising From Concept to Execution

Where do you get the ideas to pitch an advertisement? How important are spec ads? Examine how to add life to those same old sports stories and how to find a voice in your sports columns.

Jena Janovy
MEDIA PRO WORKSHOPS (March 13-15, 2008) • PRE-CONVENTION REGISTRATION FORM

Send this form to: College Media Advisers Headquarters (address below)

Please print clearly or type

Group Leader Name ________________________ Attending? □ Yes □ No
Published/Medium ____________________________
College/University ____________________________
Address 1 ____________________________________
Address 2 ____________________________________
City __________________ State ______ Zip ______
Telephone (______) ____________ Ext. ________
Fax (______) ____________

REGISTRATION STATUS (Check One)

☐ Registering for WORKSHOPS & CONVENTION (Be sure to complete Convention Form)
☐ Registering for WORKSHOPS ONLY (Complete this workshop registration form only)

DO YOU QUALIFY FOR FREE WORKSHOPS? (Check One)

☐ TWO FOR ONE: Register & pay for the convention by the Early Bird Deadline (2/8/2008) and get one more pre-convention workshop for each convention registration. Must stay in convention hotels to qualify.
Number of Convention Registrations = ______ Free Workshop Registrations
☐ REGISTER FOR FIVE GET FIVE WORKSHOPS FOR FREE: Register & pay for five workshops by the Early Bird Deadline (2/8/2008) and get five more pre-convention workshop registrations. Must stay in Roosevelt Hotel to qualify.
Five Workshop Registrations (Paid for by 2/8/08) = Five Free Workshops

MEDIA PRO WORKSHOPS REGISTRATION SUMMARY

Free Workshops # ___ @ No Charge (Not valid after 2/8/08) = $ 0.00
TOTAL PAYMENT DUE

Plan Carefully. NO REFUNDS after February 8, 2008 (Substitutions Are Permitted)

BILLING INFORMATION

Please bill CMA Workshop Registration to a credit card:

Name on card ____________________________________________
Type of Card: ☐ MasterCard ☐ VISA ☐ Discover Amt. Charged: $_____
Card Account #: __________________________ Exp. Date ______
Signature ____________________________________________

Please bill CMA Registration to Address: □ Same as above □ Use address below for billing

Billing Contact Name ____________________________
Purchase Order #: __________________________ (For Billing Purposes)
College/University ____________________________
Address 1 ____________________________________
Address 2 ____________________________________
City __________________ State ______ Zip ______
Telephone (______) ____________ Ext. ________
Fax (______) ____________

Billing Contact Email ____________________________

Make registration checks payable in U.S. funds to: College Media Advisers
CMA is a not for profit educational corporation. Tax ID # 35-1394342
Mail fees or fee arrangements with this form (or fax for credit card payments) as soon as possible to:
College Media Advisers, Department of Journalism, The University of Memphis
3711 Veterans Ave., Room 300, Memphis, TN 38152
Fax: 901-678-4798

For CMA Office Use Only

Received ____________ Pg: ____________ Ck # ____________________________ $ ______
PID ____________________________ Reg ID ____________________________

Thursday, March 13, 2008

<table>
<thead>
<tr>
<th>CODE</th>
<th>WORKSHOP</th>
<th>START TIME</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-1</td>
<td>New Media: Multimedia Storytelling</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>T-2</td>
<td>Narrative Writing</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>T-3</td>
<td>Editors Advanced Bootcamp Part 1</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>T-4</td>
<td>Copy Editing with New York Times</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>T-5</td>
<td>Associated Press Photographers Workshop</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>T-6</td>
<td>Videography: Planning Packages</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>T-7</td>
<td>Advanced Newspaper Design</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>T-8</td>
<td>Sports Writing Tips from the Pros</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>T-9</td>
<td>Advertising: Creativity and Execution</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>T-10</td>
<td>Feature Writing</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>T-11</td>
<td>Software Training: Photoshop</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>T-12</td>
<td>Software Training: Dreamweaver/Flash</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
</tbody>
</table>

Friday, March 14, 2008

<table>
<thead>
<tr>
<th>CODE</th>
<th>WORKSHOP</th>
<th>START TIME</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>F-1</td>
<td>New Media: Multimedia from Concept to Execution</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>F-2</td>
<td>Advanced Newswriting</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>F-3</td>
<td>Editors Advanced Bootcamp Part 2</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>F-4</td>
<td>Advanced Magazine Design</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>F-5</td>
<td>Newspaper Redesign</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>F-6</td>
<td>Coaching Writers</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>F-7</td>
<td>Visual Diaries: Shooting New York City</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>F-8</td>
<td>Videography: Shooting and Editing Tips</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>F-9</td>
<td>Advertising: Sales Training</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>F-10</td>
<td>Software Training: Advanced Photoshop</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>F-11</td>
<td>Software Training: Illustrator</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>F-12</td>
<td>Software Training: Quark</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
</tbody>
</table>

Saturday, March 15, 2008

<table>
<thead>
<tr>
<th>CODE</th>
<th>WORKSHOP</th>
<th>START TIME</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>S-1</td>
<td>New Media: Convergence Tips, Strategies</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>S-2</td>
<td>Typography for Your Publications</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>S-3</td>
<td>Advertising Design</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
<tr>
<td>S-4</td>
<td>Journalism History Conference</td>
<td>9 a.m.</td>
<td>$59</td>
</tr>
</tbody>
</table>

MEDIA PRO WORKSHOP ATTENDEES

Workshop Attendee 1: ____________________________________________
Workshop Attendee 2: ____________________________________________
Workshop Attendee 3: ____________________________________________
Workshop Attendee 4: ____________________________________________
Workshop Attendee 5: ____________________________________________

All convention attendees MUST be listed; if needed, please attach a separate sheet.

Total number of workshop attendees (include advisers) ____________________________
ready to get creative and brainstorm for great ideas to take back to your advertising staff.

The Adweek Media team, consisting of executives from Adweek, Brandweek and Mediaweek will line up speakers and provide insight and execution of the ad plan.

Feature Writing

Learn the art of feature writing from a professional who can help you through the process. Not only will you understand the importance of interviewing, observation and research for your reporting, but also how to use literary techniques and details to enhance your writing.

Software Training: Photoshop
Software Training: Dreamweaver/Flash

Editors Bootcamp Part 2

The workshop continues. (Holden/Elsen/Renze-Rhodes)

Advanced Magazine Design

If design is your favorite part of your yearbook or magazine, and especially if you’re thinking of pursuing publication design as a career, join us – the Society of Publication Designers - for a day of instruction, inspiration and feedback. We’ll show you our award-winning professional magazines as well as some top-designed student publications and discuss how their design is effective and possible for your publication.

SPD BIO: The Society of Publication Designers is the only organization specifically for editorial art directors and designers. Visit our website wwwspd.org for more information on who we are and what we do.

Newspaper Redesign

Tired of your newspaper’s overall look? Need some fresh ideas for your sports page design? Bring your laptop and discover the step-by-step process for a successful newspaper redesign. You’ll have time to put what you’ve learned to start your own newspaper redesign. (Ron Johnson, Derrick Barker).

Coaching Writers

How do you make your reporters stronger writers? It all starts with a well-implemented coaching process. This workshop will examine how to set up your own writing coach right in your newsroom. Learn how to improve each reporter’s story through coaching, not merciless editing.

Dick Weiss is an award-winning writer and editor with more than three decades of experience at American newspapers. While keeping his day job at the St. Louis Post-Dispatch, Weiss started WeissWrite LLC in 2003 as a writing, editing and coaching service for anyone with a story to tell. In December, 2005, Weiss left the Post-Dispatch to devote all his energies to WeissWrite.

Visual Diaries: Shooting New York City

Get your assignment and hit the streets in New York City to test what you’ve learned in this hands-on photo workshop. The best images will be shown at Tuesday’s keynote session at The Marriott Marquis.

Cary Conover is a freelance photographer based in New York since 2000. He photographs regularly for the Village Voice and the New York Times. Before coming to New York he was a staff photographer for various newspapers around the country. He is a native of Wichita, Kansas. This is the third year for the Visual Diaries workshop.

Videography: Shooting, Lighting and Editing Tips

How do some video packages make you laugh, cry and bring you to take action? It’s all in the initial planning, shooting, lighting and editing of the video and then the words that make it a memorable package. Get the tips, strategies and techniques from this award-winning videographer. (Steve Rhodes)

Advertising Sales Training

If you’re looking for a great sales training course, then this is the workshop for you. Whether you are an advertising representative, advertising manager or adviser, get ready to look at how the professionals do it. This sales training workshop is interactive and will supply resources and handouts that will make it an invaluable opportunity.

The Adweek Media team, consisting of executives from Adweek, Brandweek and Mediaweek will line up trainers and provide insight and execution.

Software Training: Advanced Photoshop
Software Training: Illustrator
Software Training: Quark

Typography for Your Publications

Effective use of type can make or break your ad content. This workshop will examine typography and design principles for how to bring your publication into this century. (Ron Johnson, Derrick Barker).

Advertising Design:

This design workshop is exclusive for advertising folks who are looking at ways to give increase their ad revenue by designing quality ads for their clients. This workshop will examine not only the importance of spec ads, but also how to give each client the message and look they want. It’s time to go beyond boring clip art and all type ads – make sure your ads are worth looking at.

Sara Woolfolk is an Assistant Manager of Advertising Operations at The Kansas City Star with 15 years experience in print and advertising design. At The Star, Sara began an in-house training program to sharpen the creative and technical skills.
**COLLEGE MEDIA ADVISERS**

Only a limited numbers of rooms are available at this special rate. Send this form to: The Roosevelt Hotel (address below) as soon as your travel arrangements can be confirmed (and no later than February 8, 2008).

Please print clearly or type

<table>
<thead>
<tr>
<th>Contact Person</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact E-mail</td>
<td></td>
</tr>
<tr>
<td>Telephone (Days)</td>
<td></td>
</tr>
<tr>
<td>Ext.</td>
<td></td>
</tr>
<tr>
<td>College /University</td>
<td></td>
</tr>
<tr>
<td>Address 1</td>
<td></td>
</tr>
<tr>
<td>Address 2</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td></td>
</tr>
<tr>
<td>State</td>
<td></td>
</tr>
<tr>
<td>Zip</td>
<td></td>
</tr>
<tr>
<td>Adviser</td>
<td></td>
</tr>
<tr>
<td>Adviser E-mail</td>
<td></td>
</tr>
<tr>
<td>Telephone (Days)</td>
<td></td>
</tr>
<tr>
<td>Ext.</td>
<td></td>
</tr>
<tr>
<td>Arrival Date</td>
<td></td>
</tr>
<tr>
<td>Arrival Time</td>
<td></td>
</tr>
<tr>
<td>Departure Date</td>
<td></td>
</tr>
<tr>
<td>Departure Time</td>
<td></td>
</tr>
<tr>
<td>Telephone</td>
<td></td>
</tr>
<tr>
<td>Ext.</td>
<td></td>
</tr>
<tr>
<td>Fax (_____)</td>
<td></td>
</tr>
<tr>
<td>Group Leader Email</td>
<td></td>
</tr>
</tbody>
</table>

**PLEASE INDICATE THE TYPE OF ROOMS DESIRED** (Summary)

| Singles  | # ___ @ $205 per night plus tax* = $ ___ |
| Doubles  | # ___ @ $225 per night plus tax* = $ ___ |
| Quads    | # ___ @ $245 per night plus tax* = $ ___ |

**TOTAL ENCLOSED for first night’s deposit** = $ ___

**GUARANTEE THE FIRST NIGHT VIA** (Check One)

| Name on card |  |
| Type of Card: | American Express | MasterCard | VISA | Discover |
| Card Account # |  |
| Exp. Date     |  |
| Signature     |  |

OR DEPOSIT CHECK ENCLOSED in the Amount of $ __________

**NUMBER OF ROOMS DESIRED** (Room Assignments)

<table>
<thead>
<tr>
<th>ROOM # 1</th>
<th>Please list room sharing arrangements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room Type:</td>
<td>Single</td>
</tr>
<tr>
<td>Name:</td>
<td></td>
</tr>
<tr>
<td>Name:</td>
<td></td>
</tr>
<tr>
<td>Name:</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ROOM # 2</th>
<th>Please list room sharing arrangements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room Type:</td>
<td>Single</td>
</tr>
<tr>
<td>Name:</td>
<td></td>
</tr>
<tr>
<td>Name:</td>
<td></td>
</tr>
<tr>
<td>Name:</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ROOM # 3</th>
<th>Please list room sharing arrangements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room Type:</td>
<td>Single</td>
</tr>
<tr>
<td>Name:</td>
<td></td>
</tr>
<tr>
<td>Name:</td>
<td></td>
</tr>
<tr>
<td>Name:</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ROOM # 4</th>
<th>Please list room sharing arrangements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room Type:</td>
<td>Single</td>
</tr>
<tr>
<td>Name:</td>
<td></td>
</tr>
<tr>
<td>Name:</td>
<td></td>
</tr>
<tr>
<td>Name:</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ROOM # 5</th>
<th>Please list room sharing arrangements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room Type:</td>
<td>Single</td>
</tr>
<tr>
<td>Name:</td>
<td></td>
</tr>
<tr>
<td>Name:</td>
<td></td>
</tr>
<tr>
<td>Name:</td>
<td></td>
</tr>
</tbody>
</table>

Please attach a sheet or duplicate this form if more rooms are needed.

**ROOSEVELT HOTEL INFORMATION for MEDIA PRO WORKSHOPS** (March 13-15, 2008)

* Current taxes are 13.375% plus $3.50 per room occupancy tax, per night. (If tax-exempt in New York State, college must provide a New York Tax-Exemption Form with this registration form.)

Make hotel checks payable in U.S. dollars to The Roosevelt Hotel.

Reservation deadline for these special rates is February 8, 2008. Rooms are subject to sellout before this date. Call for hotel rates and availability of space. Be sure to ask for the CMA convention rate.

SPECIAL NOTE: There will be charges for baggage handling of $6.50 per bag per person for groups of 10 or more arriving by bus or van. Each group leader will be expected to present payment in full for their party. Large groups that offload their transportation a block away from the hotel and carry their own bags will not be subject to these charges.

Hotel Address: **Roosevelt Hotel**, Attention: Reservations, Madison at 45th, New York, NY 10017

Telephone (212) 661-9600 or Reservations 1-888-TEDDYNY • Fax (212) 885-6168
CMA unveils Digital CAMPUS

We are in a race. And we’re no where close to competing as well as we must.

Like it or not, multimedia/interactive media/digital media are where the communications industry is heading, as quickly as it can. Hiring for traditionally trained, print journalists is down while the demand for multimedia-savvy college grads is growing. In her recent posts to the CMA discussion group, Pat Parish (Louisiana State University) noted that journalism higher education is lagging in its efforts to respond effectively to this reality. As most of you know, colleges and universities have held the historical role of being the movers and shakers across disciplines.

So not today in journalism.

In too many instances, we’re following the multimedia trend instead of leading it — and many of us are trailing way behind others. Too much of what colleges and universities are teaching, training, and practicing continues to be wed to traditional print-only platforms. Too much of the response to the multimedia challenge has been to simply put up a Web site and fill it with shovelware — print content posted online.

This must change.

If we are to continue to be viable as journalism schools, journalism departments, and journalism programs, we must evolve. A timely article in Inside Higher Ed today examines the changing role of journalism schools ("Reviving the J-School” at http://www.insidehighered.com/news/2008/01/10/jschools). Give it a read when you get a chance.

Therefore, the CMA board has drafted the following initiative, titled Digital CAMPUS (Coalition for the Advancement of Multimedia Potential and Useful Strategies).

CMA will establish the following:
1) An ongoing annual research competition wherein CMA (at least initially) will commission/fund studies of multimedia strategies/products, both current and potential. This can and should run the gamut of topics related to multimedia. The results will be presented at our fall and spring conventions, posted online at the CMA Web site, and published in College Media Review.
2) A multimedia think-tank of the leading voices in both professional and college/university settings who would meet semi-annually at CMA conventions. These daylong sessions would be exciting opportunities for those leaders to brainstorm and to share with one another and with CMA members. Again, we’ll communicate these discussions widely using both our online and print resources.
3) A convention multimedia workshop that taps both professional and college leaders in the field who will lead both hands-on sessions and presentations for both fall and spring meetings. Each convention’s workshop would be split between basic tools/techniques and new strategies and products. The content of these workshops necessarily will evolve in response to the two prongs above.
4) A low-priced, mobile, multimedia workshop that would involve one-day, regional sessions at least twice a year, perhaps in September and in June. These would be offered at different sites each year — preferably on university campuses, in areas away from the sites of the previous and next fall CMA conventions. Our target audiences are those who do not typically attend our fall and spring meetings.

This four-pronged approach is intentionally bare bones. Fleshing it out needs to come with input from you and from multimedia professionals during the next six months. At the CMA convention in New York in March, we’ll set aside time and space for some specific discussions, planning, and firming up for each of these prongs.

A key target will be our Fall National College Media Convention next October in Kansas City. This will be our “Multimedia Summit,” at which we will have in place the first three prongs above and plans finalized for the fourth, to be rolled out in spring 2009.

This is an inclusive initiative that will invite input and participation from all voices, interests, and groups — both inside and outside CMA. The goal is to facilitate the necessary evolution that higher education must make in terms of multimedia teaching, training, and practices. Remember, we’re all in this together.

By Ken Rosenaur, CMA President
New adviser in S.C.

Peggy O’Neal Elliott is now Adviser to the Pacer Times student newspaper for the University of South Carolina Aiken. A five-year instructor at USCA, Elliott has worked for the Bradford County Telegraph and the Florida Times-Union in Florida. She is also a recipient of the Rotary Journalism Award.

New assistant to executive director

College Media Advisers has hired an assistant executive director

“The CMA Board of Directors is pleased to announce the hiring of Sarah Rice as assistant to CMA Executive Director Ron Spielberger,” according president Ken Rosenauer.

Sarah worked for nearly two years as the meeting and event planner at the National Scholastic Press Association and Associated Collegiate Press. Before that, she was editor of “Your Mom,” an online youth newspaper and Web site at the Quad-City Times. She graduated in 2005 from the Kansas State University.

At K-State she was editor in chief of the Kansas State “Collegian.” In addition, she served as an intern for Sen. Pat Roberts, R-Kan., and chairman of the Senate Intelligence Committee.

She currently is working out of the Minneapolis area and can be reached at sarah@collegemedia.org.

Deadline nears on public service contest

The Betty Gage Holland Award recognizes campus journalists and their publications for distinguished service to honor and protect the integrity of public dialogue on America’s college campuses. An award of $1,000 is made to the winning journalist(s) and an additional $1,000 to the sponsoring newspaper or magazine.

Of special importance to judges are news stories, institutional editorials, personal commentaries or columns that single out for public examination any act that results in distortion or pollution of the public discourse. Nominations for the 2007 calendar year and supporting documentation must be submitted no later than Feb. 15, 2008.

Submissions must include:

1) three copies or tear sheets of the published material, (2) a cover letter of no more than 300 words by the nominated journalist(s) explaining the journalistic motive, reporting methods and impact or results of the published material, and (3) an endorsement of no more than 300 words by the publisher or editor in chief of the newspaper or magazine that published the material.

Send nominations to: Betty Gage Holland Award, Cox Institute, Grady College of Journalism and Mass Communication, University of Georgia, 120 Hooper St., Athens, Ga. 30602-3018.

Winning entries for 2005 and 2006 and additional information available at: www.grady.uga.edu/hollandaward.

Continued on next page
CMR looks for contributors

College Media Review wants YOU!

Translation: CMR wants to capitalize on your knowledge and expertise by producing great magazine features that offer CMA members greater awareness and insight about the issues that face nearly all of us at one time or another.

And we’re reliant on you to help us provide that steady flow of reporting and opinion. If you’re working on convention session for CMA – or any other journalism organization for that matter – then College Media Review could very well provide you another platform to get your message out.

If you’ve identified a trend–troubling, reassuring or somewhere in-between–you may be just the scribe to develop the full picture for your colleagues.

Bottom line, we at CMR want to reflect what’s happening in the world of publications advising. And we can’t do it without your help. You can convey those great ideas of yours to CMR editor Robert Bohler (the student publications director at Texas Christian University) at r.bohler@tcu.edu or 817.257.6556.

The 411...

CMA’s two annual conventions and our summer workshops are excellent opportunities for CMA members and their students.

The instruction ranges from the fundamental to the advanced. And registration rates are kept low, so both advisers and students can afford to take advantage of them.

For the latest information on conventions and workshops — including registration rates and deadlines — visit www.collegemedia.org.

National College Media Convention Spring 2008

CMA’s Spring National College Media Convention & Workshops. March 12-17, 2008.


Summer 2008 Workshops

New Advisers’ Workshop

June 22-24, 2008. John Seigenthaler First Amendment Center, Nashville, TN.

Louis Inglehart First Amendment Institute

June 25-27, 2008. John Seigenthaler First Amendment Center, Nashville, TN.

CMA Advising College Media Today/ACP National College Publications Workshop

July 31 to Aug. 3, 2008, Washington, D.C., Renaissance Hotel

Fall National College Media Convention Fall 2008


Get full information at www.collegemedia.org