Mentoring program to help new advisers

By Joe Gisondi
Eastern Illinois University

Toward the end of David Levy’s first year advising, his Wright College staff won several state journalism awards, prompting the school’s president to write letters praising the staff. The next day, the staff libeled him.

In his first year at Florida Atlantic University, Michael Koretzky had to deal with a reporter who said he could not write while wearing pants so the staff stole some skirt from a Student Union function and created an area where he could discreetly slip them off.

Four months into Bill DiNome’s tenure at North Carolina-Wilmington, an inexperienced editor printed a fabricated story from a journalism class that libeled the school’s health center and nearly causing an expensive settlement.

Nils Rosdahl was essentially fired from Northern Idaho College for printing an accurate story detailing how a landscaping crew worked on an area for the college president. A year later, he was hired back after the president resigned midst a no-confidence vote from faculty.

See Mentoring, page four

Fall conference news

Pulitzer Prize-winning writer Thomas French has always been a story-teller. Pulitzer Prize-winning cartoonist Joel Pett has always been somewhat of a comedian.

Both award-winning journalists will be keynote speakers at the 89th annual National College Media Conference Oct. 27-31 in Louisville, Ky.

The conference will be at the Galt House, a historic hotel on the riverfront in Louisville.

French, a former St. Petersburg Times reporter, is now on the journalism faculty at Indiana University.

French has spent the past quarter century exploring the possibilities of nonfiction storytelling, both in his writing and in his teaching around the world. Now on the journalism faculty at Indiana University, he previously worked for 27 years at the St. Petersburg Times, writing book-length narratives published one chapter at a time.

In 1998, he was awarded a Pulitzer prize for “Angels & Demons,” a series on a triple homicide. Over the decades he has also written about the secret lives of seventh graders, about drunk-en college students cavorting through spring break, and about an exorcist who also happened to be a mother of five children.

French is the author of “Unanswered Cries,” an account of a court case, and “South of Heaven,” which follows a handful of teenagers through a year of high school.


Aside from his classes at Indiana University, French teaches at the Poynter Institute for Media Studies and in the nonfiction MFA program at Goucher College.

He has led writing workshops in newsrooms and at colleges across

See Keynote, page seven
College Media Advisers

LEADERSHIP LOOKS AT FINANCES, TECHNOLOGY

College Media Advisers has been an organization formally since 1954. That kind of longevity is due to the energy and loyalty of advisers and friends of college media who have volunteered their time and talents. Their service ensures current advisers and their students will be trained for each coming year and ready for whatever the future holds.

Over the years, hundreds of volunteers have programmed conventions, offered adviser training and helped administer this organization. They have answered technological and media challenges that have helped secure the future of the industry. In the meantime, they developed friendships, which is perhaps the biggest reason for their loyalty.

Certainly, problems face college media today, just as they face CMA, especially in terms of finances and programming for a changing media landscape.

So, first to finances and, in turn, the way CMA operates:

The economy and other factors have contributed to some fiscal challenges for CMA. Over the summer, the board reviewed an operational audit conducted by J Schifani and his colleagues at Cannon & Co., a CPA firm in Memphis. The two most important directives to come from this audit were:

1) to craft a realistic budget, monitor it and adhere to it and;

2) to reconsider the structure of the board of directors and headquarters.

Annette Forbes, CMA treasurer, along with former treasurer Bill Neville, met the first edict. Paying attention to the warnings about the economy and anticipating trimming media budgets, the board in June approved a budget that is thin but allows CMA to continue the services members value.

The second directive gave us pause. As noted, we are a volunteer organization. But it difficult to continue do many of the things we want to do strictly with volunteers. And our headquarter staff has changed as well. Schifani investigated the organizational structures of groups familiar to CMA, such as AEJMC, ACP and JEA, and he suggested that their structures, or some combination of them, might streamline CMA and help it run more efficiently.

The board appointed former CMA secretary and treasurer John Ryan and former CMA president Chris Carroll to build on that suggestion by sorting through the structure of those groups and making some recommendations to the board prior to the fall meeting in Louisville. We look forward to their report.

Second, to technology:

CMA advisers have long been on the cutting edge of technology, over the years being the first to teach pagination, new equipment, etc. With the acquisition of the Center for Innovation College Media this spring, CMA and CICM are offering a first-of-its-kind immersion bootcamp as an extended workshop before and during the convention. The details of this project are presented on page 3. It would be wonderful if each school could send at least one staffer to attend. It’s exciting, and it’s just the beginning. We are so pleased with the vision and collaborative efforts of the leaders of CICM and CMA’s New Media Committee, and we look forward to the continued programming and training they will provide.

As always, we look forward to hearing from the membership and hope to see you at our business meeting in Louisville.
College journalists and advisers looking for an intense hands-on multimedia training experience taught by some of the nation’s most pioneering pros will have a unique opportunity during the ACP/CMA National College Media Convention in Louisville this October.

The CICM Story Project, a special four-day extended workshop beginning Oct. 27, will take 60 participants and outfit them with audio, video and computer gear along with support from a team of expert coaches. Attendees will receive both classroom training and field experience as they produce and launch by workshop’s end the interactive site “Main Street Stories: 12 Blocks in 12 Hours.”

This immersive workshop will allow participants to learn practical multimedia skills they can take back to their newsrooms and into the professional workplace. More than just an academic exercise, this workshop will have participants producing content that can serve as real and lasting additions to their portfolios.

The workshop will feature a dozen instructors and coaches, including David Stephenson, winner of the 2010 Pictures of the Year International multimedia news story; Seth Gitner, nationally award-winning multimedia producer/editor with Roanoke.com, now at Syracuse University; Carissa Ray, MSNBC.com multimedia producer; Lee Clontz, former New York Times, CNN web developer; Carrie Pratt, multimedia producer for the St. Petersburg Times; Jim Hayes, former TNN/CMT network producer; Meg Fenton, former photojournalist/multimedia producer for the Chattanooga Times Free Press; with additional new media experts/instructors. The final list of instructors is subject to change. Participants will work with instructors in a group setting, in small teams and one-on-one.

Workshop participation is limited to 60 individuals, with both students and advisers invited. There is a $129 pre-convention workshop fee. Participants will work in teams and be provided video cameras and accessories, audio recorders and access to Apple laptop computers with necessary software. This workshop will fill up quickly, so immediate registration is recommended.
Mentoring Program

Ray Lightner’s entire editorial board quit after his first year as publications coordinator at Macon State College.

Nothing can fully prepare anyone for advising, no matter how long you’ve been a journalist. In many cases, advisers are alone, either because the school does not have a journalism program or because student publications is divorced from the communications college.

Even with a great staff, advising student media is a challenge – balancing budgets, educating staffs, responding to angry readers, dealing with administrators who do not understand the role of student media and championing a free press. In doing this, advisers serve in several roles – journalist, teacher, public relations, counselor, editor, mentor, accountant, psychologist, and advertising representative.

As a result, a large number of advisers resign within their first two years.

That’s why CMA has instituted a New Mentor Program because the board wants to help new and recent advisers get through those first few years of advising student media. Those early years can be the most difficult to navigate.

Here’s what we plan to do:

• Train advisers who are either new to CMA or who have been with us for fewer than three years.
• Recruit veteran advisers, those with at least three years experience advising student media.
• Pair new advisers with mentors who reside in their geographic region, ideally as close as possible so they can meet either on their own or at their respective state conferences.
• Pair new advisers with mentors who advise the same media (newspaper, yearbook, TV, radio, literary magazine, etc.) whenever possible.
• Develop a blog or Web site where we can house our training materials, program registration forms, tips, suggestions and all kinds of other information that would be valuable to newer advisers (and that can be reminders for more experienced advisers.)

At the national conference in Louisville, we plan to hold sessions to train both mentors and new advisers, bringing them together in a social meet-and-greet. Check the program for more details.

If you would like assistance through this program (or would like to mentor a newer adviser), send an email to jgisondi@gmail.com. I look forward to seeing you in Louisville.

Multi-Media Workshop

and production instruction session Wednesday.

On Thursday, workshop participants will hit the streets in Louisville to cover character-driven stories on 12 specific blocks near the convention hotel.

Content gathered by attendees will be produced and edited with assistance from the professional instructional staff throughout Friday and Saturday.

The workshop’s final product will be added to the national “Mapping Main Street” collaborative documentary media project, sponsored in part by Corporation for Public Broadcasting and NPR. The site created by workshop participants will be unveiled to all convention attendees during the Sunday morning general awards and keynote session.

For more early-bird workshops, see page six.

The CICM Story Project workshop is an initiative of CMA’s Center for Innovation in College Media. Participants will work exclusively with the workshop Wednesday and most of Thursday, Oct. 27-28 and during special sessions Friday through Saturday, Oct. 29-31. The workshop schedule is designed to allow attendees the opportunity to also participate in most convention activities.

Workshop participation is limited to 60 individuals, with both students and advisers invited. There is a $129 pre-convention workshop fee required for enrollment.

Participants will work in teams and be provided video cameras and accessories, audio recorders and access to Apple laptop computers with necessary software. Participants are encouraged to bring a personal digital still camera and are encouraged to bring other personal gear, though it’s not required.

This workshop will fill up quickly, so immediate registration is recommended.
College Media Advisers

Modeling passion for today’s young journalists

BY SALLY RENAUD
CMA president

Since he was 16 years old, longtime adviser-turned administrator Brian Steffen has loved journalism. And he credits his teachers for helping fuel that passion.

But he says that passion seems to be missing from many of today’s budding journalists.

Steffen talked about his concerns in “The State of Campus Media,” Aug. 5 at the AEJMC convention in Denver.

“There’s a lack of fire in the belly for finding and reporting news,” said Steffen, chairman of the communication studies department at Simpson College in Iowa. While there may be several reasons for this, one reason, according to Steffen, is that high school journalism, where he first caught the journalism bug, is not what it used to be.

In many schools, high school journalism programs are under attack, underfunded and sometimes taught by teachers who are not trained in journalism.

Steffen, who was honored by the Small Programs Interest Group as its 2010 Teacher of the Year, says, however, that there are solutions to these problems.

“We have to do outreach,” he said. “We have to get to know the high school teachers and meet their students.”

He pointed out that college media advisers could work with other organizations to reach out to high school journalism programs.

“We should help them understand why journalism skills are essential to life,” he said. (See Jack Dvorak’s 2008 study, High School Journalism Matters at www.naafoundation.org/upload/foundation_pdf/journalism-matters-exec-summary.pdf)

The problem sometimes starts at the high school level, but it can trickle up to the college ranks. Here is where the media adviser comes in.

Steffen pointed out that at Simpson, a school of 1,300, he is able to tailor the program for his students.

“I work closely with the students,” he said, “and I consider it a blessing.” He can teach skills and model passion for his field. And he does.

Employers’ advice for students: Learn new media

Longtime CMA adviser Dave Wendelken of James Madison University reported that media professionals expect basic multimedia skills from graduates entering the job market, but often student media folks are the last kids to learn new technology.

His study found that often these students do not embrace change.

“It’s often a challenge for students to find time to do ‘other’ media once the paper’s done,” Wendelken said in a presentation at AEJMC in Denver.

Employers told Wendelken, who advises three student magazines, they are looking for students who can host blogs, collect and edit video and audio, use databases and social media for journalistic purposes.

“Students have to practice breaking [news] on the Web first,” he said. “They have to get used to using mobile devices ... and fast.”

Wendelken has two pieces of advice for students:

• No matter what kind of journalism you do, you have to use all media to do it.

• Having an awareness of all media is more important than knowing all of them well. Perhaps know one better than the others, but be aware of them all and have some basic knowledge.

Note: Other past and present CMA members presenting papers and participating in AEJMC included Lola Burnham, Jeanne Criswell, Vince Filak, Lillian Lodge Kopenhaver, Ginger Carter Miller, Len Penix, Brian Poulter, Jim Sernoe, Sharon Stringer, Anne Thorne, James Tidwell. Rich Holden of the Dow Jones News Fund and a longtime friend to CMA received AEJMC’s Gerald Sass Award for Distinguished Service.
Final Cut Pro Workshop for All Editors
Learn how to become a better video/film editor. Get hands on experience. There will be Apple laptops available with Final Cut Suite already installed on them. Two people will share each laptop. First you will learn how to work with the interface, how to organize your project, how to follow a workflow, and learn the basic elements to work in Final Cut Pro, such as transport controls, adjusting the timeline, keyboard shortcuts and how to customize your settings. Next you will learn the basics of proper editing techniques, screening your clips, marking your clips, and 3-point editing. Learn the difference between insert and overwrite editing, why you would use one over the other. No matter how well you thought out your edit, you still need to refine or trim your clips in the timeline. Learn the basics of trimming in Final Cut Pro. Learn the five basic tools, how to use them and why. The five tools are the Razorblade tool, Ripple, Roll, Slip and Slide. And we will finalize the seminar with showing you how to make your text pop and how to output your finished video.

This workshop is taught by Ginny Orzel, an assistant professor at The College of Brockport, State University of New York. She is also a certified Final Cut Pro Trainer. (Additional fee required and prior registration. Limited to 20 participants.)

This workshop is from noon to 5 p.m. Wednesday in the Collins Room on the second floor.

Digital Photography Workshop: Part I
In addition to just taking photos, photojournalists are now responsible for digitally editing their images, archiving them and producing audio-visual shows to display their work online. In this all hands-on workshop, we’ll review techniques in Photoshop for preparing photos for use in print/online, develop archiving techniques and produce a SoundSlides presentation including audio and visuals. Presentation will include discussions of Flickr, Photo blogs and Twitpic. Bring along your laptop loaded with a trial version of CS5. Participants should also bring their digital cameras. Preregistration and an additional fee is required.

Workshop is from 1 to 5:30 p.m. Wednesday and continues Thursday. It will be in the Breathitt Room on the second floor. Presented by Bradley Wilson from North Carolina State University.

Newspaper Business & Advertising: Part I
This intensive workshop will cover the latest developments in newspaper advertising and business procedures. Topics such as knowing your product, campaigns and presentations, market research, business systems, selling skills, advertising acceptability and customer service will be covered. (Preregistration and additional fee required. Limited to 70 participants.)

This workshop is from 1 to 5:30 p.m. Wednesday and continues Thursday. It will be in the Combs Chandler Room on the second floor. Presenter is Paul Bittick, Cal Poly State University.

Coaching Writers, Part I: The 7.5 Habits of Highly Effective Journalists
How did the most admired journalists of our generation get to be so admired? They do certain things that develop their skills, get them noticed, and open up opportunities. Dick Weiss shares techniques designed to make your work both crisp and compelling and help you walk in the world of top-flight journalists. (Preregistration and additional fee required.)

This workshop is from 1 to 5:30 p.m. Wednesday and continues Thursday. It will be in the Carroll Ford Room on the second floor.

It will be presented by Weiss, the former writing coach of the St. Louis Post-Dispatch.

Newsroom Management for Editors
This workshop will cover most of the essentials of managing a newsroom regardless of the frequency of publication and size of the staff. Topics include recruiting, hiring and firing staff, organizational structure, mediating staff disputes, staff meetings, deadlines, working with advisors and governing boards, staff manuals, pay or other incentives for work, staff morale, building credibility with readers, handling controversies and other essentials. (Preregistration and additional fee required. Limited to 50 participants.)

This workshop is from 1 to 6 p.m. Wednesday in the Willis Room on the second floor. It is presented by Mark Witherspoon of Iowa State University.

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twitter.com/CollegeTalk
CONTINUED FROM PAGE ONE

KEYNOTE SPEAKERS

the U.S. and around the world, from Dubai to Johannes burg to Helsinki.

Pett, winner of the 2000 Pulitzer Prize for editorial cartooning, has been at the Lexington Herald-Leader since 1984. His cartoons have appeared in hundreds of newspapers and magazines nationwide, including the Washington Post, the New York Times, the Los Angeles Times, the Times of London, and the Boston Globe. Magazine credits include “Time,” “Newsweek,” “Omni,” “George” and “MAD.” Pett is a weekly contributor for USA Today, and writes a weekly feature on cartoons for the Los Angeles Times.

Pett also received the 1999 Robert F. Kennedy Journalism Award, and the 1995 and 2007 Global Media Awards for cartoons on population issues, as well as a regional Emmy for television commentary. He is a past president of the Association of American Editorial Cartoonists, a past Pulitzer juror, and has conducted three overseas seminars on editorial cartooning as a guest speaker of the U.S. State Department.

Having observed life in more than 25 countries, from his boyhood home in Nigeria, down the Amazon, to Red Square, Tiananmen square, and beyond, Pett sums up his philosophy simply: “Hello, God?...We could use some help down here...”

Pett’s cartoons are available in five paperback editions, the most recent being “Thinking Inside the Box.” He is a proudest of a college intramural golf title, and of shutting out a University of Kentucky basketball player in a celebrity game of HORSE. His list of embarrassments is endless.

The closing general session Sunday morning will showcase the best in college media. View the completed packages that students created as part of the “Main Street Stories:” workshop during the convention.

Listen to a short presentation from Frank LoMonte of the Student Press Law Center, a dynamic and engaging speaker closely involved with college media.

Celebrate as the winners of the ACP’s Best of Show contests are announced. You’ll leave the convention energized and ready to return to your campus and put your new knowledge to work.

LoMonte is an experienced commercial litigation attorney who joined SPLC in 2007 after practicing with the Atlanta-based law firm of Sutherland Asbill & Brennan LLP and clerking for federal judges on the Northern District of Georgia and the Eleventh Circuit U.S. Court of Appeals. Before law school, LoMonte was an award-winning investigative journalist and political columnist in state capitol bureaus in Florida and Georgia and in Washington, D.C. with the Morris newspaper chain. LoMonte graduated magna cum laude from the University of Georgia School of Law, where he was a senior editor of the Georgia Law Review.

For the conference, ACP, CMA and CBI have prepared nearly 400 practical and professional learning sessions, from high-profile keynote speakers to specific, problem-solving breakouts, hands-on workshops and discussion groups — all to fuel your energy, enthusiasm and electricity.

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 newspapers, online outlets, 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 typical attendance of more than 2,300 delegates, the annual conference has members from Associate Collegiate Press, College Media Advisers and College Broadcasters, Inc.
CMA CONFERENCE 411

DEADLINES/REGISTRATION/HOTEL/TOURS

To Register for the conference
End earlybird (reduced) registration fees • Oct. 11
Convention workshop registrations due • Oct. 11
Last day to mail registration to ACP • Oct. 18**
Last day to fax registration to ACP • Oct. 22**
Last day for online registration • Oct. 22**
* After Sept. 28, 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. 27 at the convention registration desk.
Go to www.collegemedia.org or acp.studentpress.org

To Make Hotel Reservations
Hotel reservations • Sept. 28*
The Galt House is offering convention delegates reduced room rates.
In the RIVUE Tower: $146 for single/double occupancy, $166 triple/quad. In the Suite Tower: $166 single/double occupancy, $186 triple/quad. To these rates, add 15.01 percent for city and state taxes (rate subject to change). On-site event parking is available for $7 for the day (for those not staying at the hotel) or $12 overnight. Complimentary coach parking is available for tours and conventions.
ACP and CMA urge delegates to book their rooms at the Galt House.
To reserve a room, go to http://bit.ly/galthouse or call 1-800-THE-GALT /1-800-843-4258, mention ACP/CMA

Media tours in Louisville
Sign up for these tours will be at the CMA information desk in the convention hotel. Participation is free for convention attendees, though some tours require transportation via city bus at each person’s own expense.
Please sign up as early as possible after arriving at the convention to reserve places in the tours, most of which are limited to 15-20 people.

2010 ADVISER AWARDS TO BE PRESENTED AT CONFERENCE

Distinguished and Honor Roll awards will be presented at the Thursday keynote session at 3:30 p.m.
This year’s honorees are:

JANICE WINDBORNE, Otterbein College,
Four Year Broadcast Honor Roll

COLIN DONOHUE, Elon University,
Four Year Newspaper Honor Roll

LAURA KRANTZ, Tyler Junior College,
Two Year Newspaper Honor Roll

RANDY STANO, University of Miami,
Four Year Yearbook Distinguished Adviser

STEVEN LISTOPAD, Jamestown College,
Four Year Multi-Media Distinguished Adviser

SAM MARTINO, University of Wisconsin-Whitewater,
Four Year Newspaper Distinguished Adviser

PAUL DEBOLT, Contra Costa College,
Two Year Newspaper Distinguished Adviser

JOHN BENNETT, Savannah College of Art and Design,
Four Year Broadcast Distinguished Adviser

JAMES TIDWELL, Eastern Illinois University,
Reid H. Montgomery Distinguished Service Award

DON CORRIGAN, Webster University, Lifetime Membership, For Distinguished Service to Student Media

FRANK RAGULSKY, Oregon State University, Lifetime Membership, For Distinguished Service to Student Media

NILS ROSDAHL, North Idaho College, Lifetime Membership, For Distinguished Service to Student Media

JAMES TIDWELL, Eastern Illinois University,
Reid H. Montgomery Distinguished Service Award

DON CORRIGAN, Webster University, Lifetime Membership, For Distinguished Service to Student Media

FRANK RAGULSKY, Oregon State University, Lifetime Membership, For Distinguished Service to Student Media

NILS ROSDAHL, North Idaho College, Lifetime Membership, For Distinguished Service to Student Media

Four Year Broadcast Distinguished Adviser

JAMES TIDWELL, Eastern Illinois University,
Reid H. Montgomery Distinguished Service Award

DON CORRIGAN, Webster University, Lifetime Membership, For Distinguished Service to Student Media

FRANK RAGULSKY, Oregon State University, Lifetime Membership, For Distinguished Service to Student Media

NILS ROSDAHL, North Idaho College, Lifetime Membership, For Distinguished Service to Student Media

Board citations will be presented to:

KATIE HARRISON, Ritenour School District

MATHEW CANTORE, Hudson Valley Community College

ADAM DREW, University of Texas-Arlington

RUTH WITMER, Indiana University

GINA PIERCE, St. Petersburg Times

TOM PIERCE, St. Petersburg Times

ALLOY MEDIA + MARKETING
Kathy Lawrence McCarty’s first CMA convention was in 1984, the last time the organization met in Louisville, so it’s a bit like coming full circle to be inducted into the Hall of Fame at the 2010 conference in Louisville.

The daughter of a weekly newspaper editor, Kathy believes she was born with printer’s ink running through her veins. She spent much of her childhood playing “newspaper” at her father’s office and began writing “school news” for the weekly at age 10. In high school she started a school newspaper. By that time, she had learned to set hot type, using an old Teletypesetter, so she and her friends gathered and wrote the stories, took the pictures, then Kathy set the type, and her father printed the newspaper on colorful rainbow-colored newsprint that was left over from another job.

She graduated from the University of Missouri School of Journalism, where she worked on the school’s daily Columbia Missourian. She then worked for newspapers in Mexico, Mo., Des Moines, Iowa, and Orange County, Calif., before she became a college media adviser at the University of Alabama in 1984. After 11 years at Alabama, she moved to the University of Texas where she managed the largest student media enterprise in the country for 16 years before retiring last November.

The media she advised have won virtually every award – Pacemaker, Crowns and SPJ awards, while individual students have also been recognized with the top awards in collegiate broadcasting and journalism.

Kathy is past president, vice president-member services and treasurer for CMA, and she has chaired the Technology, New Member, Professional Development and Ethics Committees. She has served as External Relations and Adviser Advocacy chairs, and has worked as an adviser advocate almost since the launch of that program by CMA.

Fellow Hall of Fame Inductee Mark Witherspoon, in nominating Kathy, said: “Kathy is one of the most sought-after advisers from CMA members who need advice on a range of topics, including student media governance.”

Her UT colleague Dan Knight wrote: “She has mediated between editor and managing editor, editors and the TSM board, editors and managers of the several media units, and between the students and the University administration. In fact, she has taken a lot of arrows for students in their defense, that they will never know about... She just does what’s right, period—not necessarily painless or expedient or advantageous to her—just what’s right. Additionally, she is usually able to turn the outcome in a positive direction—amazing.”

Among letters from former students was this comment: “Mostly, I admire her resolute commitment to journalism. She leads by example, staying loyal to the tenets of the craft even when grappling with pressure from the University of Texas administration to do otherwise.”

As for Kathy, she said, “My 92-year-old father always has said I’m lucky to work with students while their ideals are intact and their enthusiasm fresh, before, as he puts it ‘The real world knocks some of that out of them.’ I couldn’t agree more.”

Mark Witherspoon has been either a journalist or a journalism instructor for 35 years. In 22 years of teaching at three different universities, he has advised student newspapers, general interest magazines, literary magazines, yearbooks and video yearbooks, all of which have won numerous state and national awards.

He graduated from the University of Texas at Austin with a bachelor’s of journalism in 1975. He earned a master’s in education, with an emphasis on First Amendment education, in 2005.

Witherspoon worked at the Wichita Falls Record News and Fort Worth Star-Telegram as a reporter and editor until he moved to editorial adviser and adjunct professor of journalism at Texas Christian University in Fort Worth in 1987. He continued to work part-time at the Fort Worth Star-Telegram even when he moved to Dallas to teach and advise at Southern Methodist University.

In 1999, Witherspoon moved to Iowa State University, where he became the first editorial adviser at the Iowa State Daily and a senior lecturer in the Greenlee School of Journalism and Communication.

While at Southern Methodist University, he became vice president, then president, of CMA. During his presidency, the Advisers’ Advocate program was initiated and the groundwork was laid for College Broadcasters Inc. to become a sister organization.

While at Iowa, Witherspoon founded the Iowa College Media Association, which he served as executive director and convention director. He has worked with the Iowa Newspaper Association to re-establish the Iowa Community Newspaper Institute, which teaches community newspaper staffs how to improve their news coverage.

He established an annual First Amendment Day at Iowa State University in 2003 in which students and faculty get to practice their First Amendment freedoms. The celebration grew into a week’s celebration in 2005.

Witherspoon also has worked with CMA and the First Amendment Center to establish First Things First, a program that teaches advisers how to become First Amendment advocates.

He also has served College Media Advisers as chair or member of its Newspaper, Media Law, First Amendment, Election and Adviser Advocate committees, and as editor of Keeping Free Presses Free.

The publications he has advised have continuously won national, state and regional awards, including ACP’s Pacemaker, CSPA’s Gold Crown, SPJ’s Best Newspaper awards. In addition, he has won numerous accolades from state, regional and national organizations, including CMA’s Multi-Media Adviser of the Year.
CMA News

Website Adds New Features, Services

FROM STAFF REPORTS

It's been a busy time for CMA on the technology front. CMAonline, the association's web site, has added several features in recent months to benefit members, and the association has moved the online discussion group to a new home.

CMAonline now provides links and news feeds from CMA's Center for Innovation in College Media on the home page with topics of interest to media advisers, along with other new features.

For members, a “My CMA Account” menu link, with several quick links to association resources, is visible to those who have logged on the site. In the “My CMA” menu link, a Member Profile displays the most recent contact and related information on file at headquarters for each member.

“For CMA to give members the level of service we want to provide, having up-to-date contact information is vital,” said Ron Spielberger, executive director. “We collect information from member profiles for address lists for our publications, notifications for association business and elections, and to help put members in contact with one another.”

Members are encouraged to log in to the site and review their profile. Current members who would like access to CMAonline should send a request for a user name and password to webmaster@collegemedia.org. Membership will be verified during the process.

While many of the site’s news and some features are available to the public, CMA has a members section with links to archives, board information, advising materials, a membership directory and other resources. Members who would like access for “what goes on behind the curtain, need to establish an account with CMAonline,” said Bill Neville, CMA webmaster.

Many CMA operations and services are being transitioned online. For example, the most recent round of competition for the Best of Collegiate Design was handled on the web.

“Anecdotally, we received some excellent feedback from members who like the ease of uploading entries without having to deal with scores of tear sheets,” Neville said. Nearly 1,000 entries were uploaded during the contest period.

Working with BOCD Committee Chair Amy Kilpatrick, the judging process was also conducted online, enabling judges to access entries via the internet. “Feedback from judges on their side of this process, frankly, was mixed but has given us some ideas on how to streamline the judging process next year.” Best of Collegiate Design 18, the current edition, is in production, she added. The BOCD19 contest will be held spring 2011.

Another web-based project -- the brainchild of CMA member Kim Zarkin, who is heading up this special project for the association -- has as its goal the development of a Syllabus Bank, for college teachers, featuring course outlines for classes taught at many levels in journalism and communications schools.

The Syllabus Bank is part of CMA’s Learning Zone, where members can upload copies of handouts, training materials and academic resources for shared use of members who access the site with a secure login process. If the Syllabus Bank reaches a “critical mass,” said Neville, a spin-off section of CMAonline will be designated for the material.

In a message sent to the CMA list, with a smiley emoticon, she wrote: “Personally, I’ve found that a syllabus bank can be a great resource and I look forward to seeing how brilliant everyone else’s classes are compared to mine.”

Members are encouraged to contact Zarkin at kzarkin@westminstercollege.edu for more information or to provide her with copies of syllabi.

A final upgrade in technical services for CMA members was the transfer of the CMA discussion list from a service provider to Google Groups.

“We were pleased with the transfer,” Neville said. “There were a few glitches, and some of this was a learning curve for us to grasp a new system, but for the most part there was no disruption in service for individual members.”

With the board’s directive for CMA service units to control costs, “the move was a no brainer. Google Groups provides its full level of service at no cost for qualified non-profits. This move will save the association almost $500 a year that CMA had paid to a service provider.”

Some members “might want to explore this service provided by Google for use in their own operations,” Neville said. “It takes a few weeks to get the authorization from Google to certify a non-profit, but once granted the user has full access to tools and online storage of this service the company normally charges for.”

CMA members who have Google’s Gmail accounts can integrate the discussion list with their Gmail accounts.
CMA People

NEWS FROM FELLOW ADVISERS

STEVEN CHAPPELL has moved from Middle Tennessee State University, where he advised the student newspaper Sidelines, to Simpson College in Indianola, Iowa. There, he will advise The Simpsonian, the nation’s oldest continually published student newspaper; the Zenith yearbook; and KSTM 88.9 Storm radio. He will also be a member of the journalism faculty, teaching in the Multimedia Journalism sequence.

And fear not, he will remain as active in CMA as he always has.

AMY GRILL has been named the assistant director of Student Media at Loyola Marymount University in Los Angeles. The primary responsibility of the newly created position is to serve as adviser to ROAR Network, the student-run television station at LMU, which is entering its fifth year.

Amy has a wealth of experience in television production, including with Nickelodeon, WGBH (PBS) in Boston, and Current TV. She has experience advising students in a university setting at Emerson College in Boston, where she advised all aspects of the station’s broadcast operations from production to programming to PR. She was instrumental in growing the Emerson Channel from a small start-up to a nationally recognized student television network. She also recently produced and distributed a documentary called “Speaking in Code.”

Texas Woman’s University media adviser BO CARTER has become a lifetime member of the National Football Foundation and Hall of Fame based in Irving, Texas. He joined the group in 1974. Carter also celebrated his fifth anniversary of being named to the College Sports Information Directors of America Hall of Fame in summer 2005.

CMA People news from fellow advisors

Been promoted or changed jobs?
Got married or had a baby?
Won awards or got published?
Send your news to bellmasd@muohio.edu

CALLING ALL ADVISERS:

JOIN US FOR THE SECOND CMA ADVISER SUMMIT
TO TALK ABOUT THE ISSUES MOST AFFECTING COLLEGE MEDIA ... AND SOLUTIONS

1:30 to 3:20 p.m.
SATURDAY IN THE SEGELL ROOM
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