**Fall conference wrap-up**

**CMA hits a Homerun with a Louisville Slugger**

The College Media Conference in Louisville was a hit with students and advisers with entertaining speakers, helpful sessions and lots of networking opportunities.

The keynote speakers entertained as well as informed. Joel Pett, the editorial cartoonist for the Lexington Herald-Leader, discussed the importance of editorial cartooning as part of newspapers today. He said the number of cartoonists has been declining as newspapers cut staff, but he is determined to be one of the last ones standing.

As part of his presentation Pett drew caricatures of all the presidents since Ronald Reagan and a few other politicians as well.

Frank LoMonte of the Student Press Law Center motivated the students to stir up news on campuses.

"...A newsroom ... where ordinary people become empowered," he said. Reporters can speak to people in authority and hold them accountable.

"You have the capacity for outrage," LoMonte said. "Use it."

Some of the other convention highlights:

- Students were able to get interviews with representatives from various news organizations including Associated Press, Gannett, Landmark Community Newspapers.
- Bonnie Thrasher of Arkansas State University was sworn in as CMA’s new secretary at the business meeting.

---

**Spring conference teaser**

**NYC11: TRYING NEW THINGS**

**By Mike Koretzky and Michele Boyet**

At the last spring convention, we spent most of our time asking advisers and students what they wanted to see — and not see — at the next convention. Here are the big changes we made based on what they said...

**A 9 TO 5 CONVENTION**

Students and presenters alike begged us for no more 8 a.m. sessions — students aren’t really awake yet, and the presenters haven’t cleared the morning phlegm from their throats. So we’ll start promptly at 9 a.m.

And since this is New York City, nearly everyone told us they want to hit the town while it’s still light outside. That means no more 5 p.m. sessions, either.

**LESS IS MORE**

Fewer hours means fewer sessions. But no one we interviewed said they’d turn up their noses at a convention that offered, say, 200 sessions instead of 300 — as long as those sessions were good ones. So we’re ruthlessly paring down our offerings to keep only the top-rated sessions from the past.

**NEW IS RISKY**

We’re also adding many new sessions from New York professionals who have never been to our convention before. That’s admittedly fraught with peril — they may be great journalists but lousy speakers. But we’re not afraid to find out.

**FOR ADVISERS ONLY**

The CMA board has asked us nicely but

---

**Fall conference by the numbers**

Number of attendees: 2,068 (includes 340 advisers)
Number of sessions: 204
Number of (formal) critiques: 112
Number of cereal boxes eaten at midnight critiques: 152
Attendees came from as far as Hawaii and Canada.
CMA Vice President

Survey Says: Louisville Was a Success

The early returns are in on the Louisville convention and it looks as if it was a success. I know one thing from logging in the convention evaluation forms during the month of November: Those who attended the convention loved Louisville and the hotel.

By deadline, College Media Advisers had 150 convention evaluation forms logged into Survey Monkey, enough to give us an idea of what people liked – and what they didn’t – about the Louisville convention.

As of Nov. 21, we haven’t yet started to input the evaluation forms of the individual Louisville sessions, but the overall convention surveys also can give a hint as to what sessions were the hits – and what were the flops – in Kentucky.

Here are some of the responses from those first 150 surveys:

☐ Participants loved Louisville as a convention city. They also enjoyed staying at the Galt House. Three of every four responded that they thought the convention city was outstanding or very good. And the Galt House got a better rating. More than 80 percent ranked the Galt House as outstanding or very good.

☐ The keynote speakers – Thomas French, Joel Pett and Frank LoMonte – were a hit of the convention. Nearly 71 percent rated the keynote speakers as outstanding or very good.

☐ Nearly the same percentage – about 71 percent – ranked the overall rating of the convention’s educational value as outstanding or very good.

☐ The winners among the convention services were the publication critiques, of which 69 percent of the respondents ranked as outstanding or very good; the adviser receptions, rated outstanding or very good by nearly 63 percent; and the overall rating of the convention’s educational value, which was rated outstanding or very good by more than 68 percent.

☐ Of the 123 respondents who answered the question, more than 98 percent said they would attend the convention again.

The top sessions are too numerous to mention here, but I will include a few suggestions for future conventions:

☐ More photojournalism topics
☐ Less on what social media is, more on how to use it for news
☐ More on narrative writing
☐ More on TV and business
☐ More on hard news
☐ More variety of speakers
☐ Lunch breaks
☐ More meet-and-greet opportunities for students
☐ Better Internet
☐ More sessions on dealing with difficult advisers

And on that note, I’d better return to logging in more data.
Mapping Main Street Project participants create multimedia projects in Louisville

The Center for Innovation in College Media presented a workshop in Louisville as part of its Mapping Main Street Project.

The project’s goal is to document all of the more than 10,000 Main Streets in the United States through photos, stories and video recordings.

The conference in Louisville provided a back-drop for the project. The participants worked for three days to produce story packages under the leadership of CICM and journalism professionals.

Mapping Main Street is collaborative documentary project funded in part by the Corporation for Public Broadcasting and the Berkman Center for Internet and Society at Harvard.

To see all the projects, including videos, go to http://www.cicmstreetstories.org/

Projects highlighted a military surplus store, which is fighting to survive on Main Street, Louisville Glass Works, the Belle of Louisville, the Louisville Horse Trams and Louisville Skate Park.

Participants were students and advisers from various universities.

Photos courtesy of the Main Street Project.
firmly to make sure advisers get some care and feeding, too. So we’re reserving one room just for you. “Pro Dev Central” will be right off the exhibit area, and all adviser-only sessions will be hosted there.

Pro Dev Central will be set up as a lounge, so even when there’s no training, you can quietly gather your thoughts or meet up with other advisers. Free refreshments will also be available many times throughout the day. New sessions will include the curiously named “A Session about Giving Sessions” and the experimental “Listserve Live,” where we’ll try to mimic the famous CMA listserv in real time.

Questions? Comments? Suggestions? E-mail michael@koretzky.com.

Michael Koretzky is NYC11 convention director and Michele Boyet is assistant convention director

2010 CMA Officers

Sally Renaud
President
Eastern Illinois University
600 Lincoln Ave.
Charleston, IL 61920
217.581.6003 Office
217.581.7188 Fax
217.512.0036 Home
serenaud@eiu.edu

David Swartzlander
Vice President
Doane College
1014 Boswell Ave.
Crete, Neb. 68333
402.826.8269
402.643.5135 (cell)
david.swartzlander@doane.edu

Chris Poore
Vice President, Member Services
Kentucky Kernel
University of Kentucky
038 Grehan Building
Lexington, Ky. 40506-0042
859.257.1900 Phone
859.323.1906 Fax
cpoore@kykernel.com

Bonnie Trasher
Secretary
Arkansas State University-Jonesboro
P.O. Box 1930
State University, AR 72467
870.972.2979 Phone
870.972.3389 Fax
bthrasher@astate.edu

Annette Forbes
Treasurer
Iowa State University
108 Hamilton Hall, ISU
Ames, Iowa 50011
515.294.2609 Phone
515.232.7415 Home
515.451.1028 Home
aforbes@iastate.edu

Ken Rosenauer
Immediate Past President
Missouri Western State University
4525 Downs Drive
Saint Joseph, MO 64507
816.271.4323 Office
816.271.4543 Fax
816.387.8213 Home
rosenauer@missouriwester.edu

Headquarters Staff

Ron Spielberger
Executive Director
The University of Memphis
Department of Journalism
3711 Veterans Ave., Room MJ300
Memphis, TN 38152
901.678.2403 Phone
901.678.4798 Fax
rsplbrgr@memphis.edu

Laura Beth Barnes
Assistant Director Marketing and Promotions
The University of Memphis
3711 Veterans Ave., Room MJ300
Memphis, TN 38152
901.678.5637 Phone
901.678.4798 Fax
LB@collegemedia.org

Bill Neville
Technology & webmaster
College Media Advisers
8524 10th Avenue South
Birmingham, AL 35206
912.541.1950 Cell Phone
205.836.0663 Home
bill@collegemedia.org
**CMA President**

I had so many things I wanted to say to all of you loyal CMAers. But, as for many of you, December becomes a time of deadline panic, staff changes, crisis management and ... that holiday spirit.

The students want some kind of party, and who can blame them? So we arrange food, gift exchanges and sometimes awards.

There is something sweet about the students’ sheer will to make arrangements given their hectic schedules and overbooked lives. And so the job of adviser adds another role: party planner.

Granted, many staffs handle the details, especially if the participants intend to imbibe and the adviser intends to steer clear.

But many staffers include the adviser in the festivities, especially if the front office is paying for the food, if additional arrangements like reservations have to be made or if they are counting on their adviser to cook.

But these events are always worth it. The parties/dinners/snacks-on-deadline are fun, a chance to decorate the newsroom, unwind, play games, grab someone else’s gift (if you are doing a swap) and snack on food that is sooo not good for you! It gives you and the staff a chance to unwind and relax for a moment, even if you have to get back to that last issue or final exam soon.

As this time of year inevitably reaches its conclusion, let me wish you a happy rest from the newsroom, a respite from the critiques, the ringing phones, the successes and the emergencies-of-the-day. Have a good time with your staffers and congratulate them on covering their campus and doing solid journalism.

To all our friends in CMA, truly, have the happiest of holidays! Eat, drink and be merry, for in what will seem like just a few minutes, we’ll be starting it all back up again. Enjoy!

—Sally

---

**CMA Secretary**

I joined CMA in 1993 and attended my first convention that fall. Joining this organization has been the single best thing I have ever done to improve my life as a student media adviser.

At that first conference, I joined the Professional Development Committee at the urging of my mentor Kathy Lawrence, who was the adviser at the University of Alabama while I was a graduate student there. I was truly astonished at the accomplished people I met, and many of them became my role models for what an adviser should be and several became friends.

I later chaired the Professional Development Committee and then in 2002 I moved on to chair the Career Development Committee and serve as Job Fair coordinator.

I am truly amazed at the people I have met and the places I have gone because of my involvement in CMA. For instance, I had never been to New York City prior to joining CMA, and now I have been 15 times. And, at the Louisville convention I met Thomas French, a writer I have admired for years and whose stories “13” and “Angels and Demons” I use as examples when I teach feature writing.

It is important to give back to the things and people who give to you and now I am grateful for the opportunity to give back to CMA and its members by serving as secretary, especially at a time when changes are occurring that, I think, will better prepare CMA and its members for 50-plus more wonderful years.

I have been a full-time faculty member in the journalism department at Arkansas State University in Jonesboro since 1993 and advise The Herald, the twice-weekly student newspaper. One of my greatest pleasures in life is to follow the careers of former students and Herald staffers, and I especially love when they drop by the office for a visit. Along with my advising duties, I teach at least two journalism classes each semester and sometimes one in the summer. I also serve on the University Lecture-Concert Committee and Academic Hearing Committee and advise the student chapter of the Society of Professional Journalists. I also am the secretary/treasure of the Southeast Journalism Conference. I received my master’s degree from the University of Alabama in 1993 and my bachelor’s degree from Mississippi University for Women in 1983. I worked for daily newspapers in Columbus and Starkville, Miss., and served as an adjunct journalism teacher at Mississippi State University in between my undergradu- ate and graduate degrees.

My time outside of the university is spent volunteering for The Greene County Animal Farm animal shelter, fostering cats for adoption and playing with my three canine kids, Lola, Hat-tie and Ollie. (There is never a dull moment or a clean floor at my house.) I also like to mess with flowers and plants, read murder mysteries (Walter Mosley and James Lee Burke are my favorites), listen to music and visit with my family. The only TV shows I’m really addicted to right now are “Criminal Minds” and “American Pickers.” I also am an eager moviegoer when I can.

During a season when we count our blessings I truly consider CMA to be among mine and hope each of you have a wonderful holiday season and I look forward to what the new year brings each of us and CMA.

—Cheers, Bonnie L. Thrasher

---

**Sally Renaud**

**CMA President**

**Bonnie Thrasher**

**CMA Secretary**
Top left, Kathy Lawrence McCarty receives her CMA Hall of Fame Award from Sally Renaud, CMA president. Top right, Nils Rosedahl of North Idaho College receives a Lifetime Membership Award from the CMA Board of Directors.

Middle left, Mark Witherspoon receives his CMA Hall of Fame Award from Renaud. Middle right, Steven Listopad, Jamestown College, receives the Four Year Multi Media Distinguished Adviser Award from Renaud. Bottom left, Tom and Gina Bowden-Pierce, receive Board Citations from Chris Poore, vice president for membership and Renaud for their long standing devotion to CMA and presenting at both conventions for many years.

Bottom right, James Tidwell, of Eastern Illinois University, receives the Reid H. Montgomery Distinguished Service award, presented by Poore.