CMA News

Summer Adviser Training with Poynter Institute

By Chris Poore
Vice President, Member Services

Put a smiling, sunny emoticon on your calendar for the weekend of July 29.

CMA is joining forces with the Poynter Institute again to host its third annual Summer Advising Workshop in St. Petersburg.

The training is designed to help advisers overcome the obstacles of ever-changing media. Instructors from the Poynter Institute, the journalism industry’s leading training center, will share research, expertise and advice on the latest trends in new media.

To complement Poynter’s training, veteran advisers will offer nitty gritty instruction on advertising sales, motivating staff members, writing a student media handbook and many other aspects of day-to-day college media advising. The Student Press Law Center will also offer instruction focusing on the basics as well as recent case law.

Last year’s workshop drew about 30 advisers, and the reviews were excellent. In addition to sessions on journalism and newspapers, advisers met other advisers in a relaxing setting.

TownNews.com, an online content management service, and Allow Media + Marketing, the leading advertising agency for college media, sponsored the event and spent time with advisers who had questions about content management services and national college newspaper advertising. The Scripps Foundation and Campus Media Group also helped sponsor the event.

Details for the workshop are still being worked out. But be sure to watch the CMA web site, listserve and your mailboxes for more information about hotels, rates and accommodations. CMA is currently negotiating rates with some of the beachfront hotels. Last year’s room rates were just above $100. The conference registration was about $250 for early-bird CMA-member registrants.

Spring Conference News

NYC11: Name Dropping in New York City

By Michael Koretzky
Spring Convention Director

I hear it all the time…
“Why should I spend my paltry budget on the NYC11 when I can save money by going to other media conventions in Kansas City or Louisville or Poughkeepsie?”

Well, you could do that. But then you won’t meet…

The publisher of Time magazine.
The editor of Slate.com.
The editor of The Paris Review.
The executive editor of Men’s Health.
The deputy editor of National Geographic.
And the graphics editor of The Wall Street Journal.
Oh, and you won’t hear from…
An overnight editor for Yahoo!

And you won’t embark on newsroom tours of…
CNN.
Rolling Stone.
Esquire.
and O: The Oprah Magazine.
Or, Sit in an AP news meeting
Or hang out on the set during a broadcast of ABC’s “Good Morning America” and “World News Tonight.”
So if you want to Chat with the former Baghdad bureau chief for Knight-Ridder and a current bureau reporter for McClatchy’s Washington bureau.
Or hear about internships from NBC and the NFL.
Or learn about new media from Groupon and Patch.com…

We’ll see you March 12-15 at the Marriott Marquis in Times Square. Details are at www.collegemedia.org/nyc.
CMA PRESIDENT

MEMBERSHIP BUILDS STRONG ORGANIZATION

President encourages members to recruit within their states

I am feeling sentimental.

As I drove across the country this December and will fly to Florida for meetings in January, I am reminded how much I love my fellow CMA members.

I feel a connection to almost every state, because I know someone who works in college media there. These CMAers across the country have helped me learn about the world of college media, have taught me to be a better educator, and have given me a hug when I needed one.

I know what CMA membership means to me. When I was a part of a two-person program in Emporia (Kan.) State, it meant colleagues and training and fun trips that enhanced my students’ education. It helped me understand that I was not alone. I could count on CMA to help me navigate the world of advising, from the editorial side to the business and technology sides.

When I moved to Eastern Illinois to be part of a larger program six years ago, CMA meant continued training, helping me with elements of advising with which I was unfamiliar, and continuing that feeling of camaraderie. It meant being part of something that was bigger than I was and giving back.

My colleague James Tidwell, who has been coming to conventions since the 1970s, still conducts workshops, writes articles and answers legal questions on the listserv and leads law sessions at the conventions.

It’s that kind of commitment that makes our organization strong. CMA embraces each member’s specialties because CMA’s focus is supporting college journalism in all its elements. I am proud to be a member of CMA.

Perhaps this outpouring of emotion comes because the new year is upon us or because I am starting my final year as CMA president. Whatever it is, I know it’s the one-on-one contact with college media professionals that makes the difference.

I joined CMA because a fellow graduate student and editorial adviser, John Ryan, told me about it.

Through John, who was then Newspaper Committee chairman, I began to attend conventions, program sessions of professional journalists and conduct sessions of my own. He urged me to be involved, and now I am hoping all of you will help others do the same.

Deep down, this is a grassroots organization, with members on call to help other members handle challenges and celebrate successes.

For 2011, I am challenging all members of CMA to become advocates for our organization across their states. Reach out to new and veteran college media professionals and let them know about CMA conventions, publications and workshops. Tell them about publishing opportunities, about Adviser Advocacy, about training and our Mentor Program. Invite them to join. Send me their names and I will contact them as well.

This is not so much about building membership for money or for head counts. It’s for ensuring the future of our organization, of course. But it’s also about saving our profession. What we do matters to our students and to an industry that relies on us to help train the next generation of professional journalists. It is in college media where students learn to report, to write, to edit, to design and sell advertising, to shoot photos, to illustrate, to film, to make ethical decisions, to lead. And CMA provides advisers with the resources they need to keep abreast of changing technologies, trends and media so they can help their students do ALL those things.

I want to make sure that all college media professionals know about CMA and that they can count on CMA to meet their needs. We want editorial advisers, business managers, advertising directors, technology experts and friends of college journalism to join us, to get involved. I challenge each of you to connect with one colleague in your state, and spread the word about CMA.

I look forward to meeting them and to saying hello to them next time I am traveling across the country. ... feeling good about our wonderful CMA members and the work they do for college media.

Happy 2011! We’ll see you all in NYC!
FRIENDS WITH BENEFITS

By Will Robedee

CBI Executive Director

CMA and CBI have been friends for more than 10 years, with CBI providing the audio/video/broadcast portion of our conventions. This programming has mutual benefits for both organizations, obviously, at the conventions, but in other ways too.

To those who subscribe to the CMA listserv, one of those benefits is the experience and expertise CBI members bring to the list.

Another benefit is what they do for CMA member who webcast sound recordings via their campus radio station. CBI represented college stations in a negotiated royalty settlement with SoundExchange.

This settlement was optional, but due to the efforts of CBI, this settlement is now statutory and offers all stations the benefits of the CBI settlement.

Benefits include stable rates for most, if not all stations and an ability to pay a fee in lieu of onerous, if not impossible, recordkeeping and reporting requirements. Thanks to the efforts of CBI, these terms are now precedent, which means that they will carry weight in future decisions concerning rates and recordkeeping.

The CBI team is available and willing to answer your questions concerning the webcasting royalties and recordkeeping issues you might be facing with your station. Contact CBI at copyright@AskCBI for more information. For other information about CBI and its benefits, contact exdir@AskCBI.org.

CMA tries to find opportunities to partner with other organizations and we think this partnership with CBI is an example of how we do this at no additional cost to members. CMA and CBI, friends with benefits.

Renaud solicits research papers about campus press issues

The college press will have a presence at the annual Association for Education in Journalism and Mass Communication convention in 2011 – with your help!

CMA is soliciting research papers on the topics of concern to media advisers, whether they be about their jobs or about the successes and challenges for college students as they produce their newspapers, magazines, yearbooks, television and radio programs and online sites.

According to former CMA and AEJMC President Lilian Lodge Kopenhaver, for more than 10 years, CMA has had a research paper session at the convention dealing with issues facing college media. At the AEJMC convention in August 2011, this tradition will continue.

While the papers should be about issues the college media face, that topic is wide open. For example, one topic of interest is getting students to embrace the culture and immediacy of multimedia: advisers can show them tools but students often don’t see the urgency. Perhaps this is a cultural issue.

Goehler new board chairman

Richard M. Goehler, a Cincinnati media attorney, has been elected chairman of the Board of Directors for the Student Press Law Center, a nonprofit advocacy group for the student media, for a two-year term that begins Jan. 1.

The board also unanimously selected Mark W.C. Stodder, a Minneapolis media executive, as been elected vice chairman. Stodder will serve for one year, until the completion of his second three-year term on the board, and will also continue as chairman of the SPLC’s Governance Committee.

The Student Press Law Center (SPLC) is a Washington D.C.-area nonprofit founded in 1974 to advocate for free-press rights for high school and college journalists. It provides free legal information and referral assistance.

Goehler is a partner with Frost Brown Todd LLC and has a practice focusing on media law, including digital, interactive and social media, advertising law, copyright and trademark, and complex intellectual property and business litigation.

He represents media clients in all aspects of First Amendment and newsroom-related matters, including prebroadcast / prepublication review, newsgathering, defense of defamation and privacy claims, and access and freedom of information matters.

Goehler said it is an honor to oversee the organization as it moves forward in deploying its 2010-2015 Strategic Plan. “I’m looking forward to working with the Board and the staff in making legal assistance helpful and accessible to every student who needs it,” he said. “With the advent of digital publishing and social media, students are more in need of sound guidance about their rights and responsibilities than ever. That’s where the SPLC can make a difference.”
CMA ELECTIONS

COMMITTEE TIMELINE FOR 2011 BOARD ELECTIONS

BY JENNY CROUCH  
ELECTIONS CHAIRWOMAN

Sally Renaud has been at the helm of CMA for just over a year now, and we are already planning the elections that will name her successor. The election of a new president and vice president was discussed briefly at the fall business/advisory council meeting, and the elections committee is using all available means to inform members of the process. By the time this newsletter is printed and distributed, the process to nominate candidates and to vote will be available on the CMA web site. Notices will also be distributed through the listserv and any other means CMA may have available for its members.

New York conference director Michael Koretzky is also working on a “meet the candidates” opportunity for the New York conference in March to provide members who are interested the opportunity to meet with and ask questions of those who are willing to serve.

We encourage you to participate in the election process by nominating candidates and then by voting. The more who participate, the better served CMA will be. From one who knows from experience, every vote counts.

The election process, approved by the board, begins Jan. 17 when the committee begins accepting nominations. The timeline for the elections follows:

Jan. 17- Feb. 14: Nominations accepted by the elections committee.

Current CMA members may nominate qualified candidates for president or vice president. Members may nominate themselves. Following CMA bylaws for officers, nominees must be active members of CMA for at least five years and be active media advisers at the time of nomination. The elections committee will verify each nominee’s advising status with his or her immediate supervisor.

All people nominated will be contacted by the election committee to see if they fully understand the commitment of the office. A person agreeing to run will be provided a form to fill out so that information provided to the constituency will be in a uniform structure. If 10 different people are nominated, regardless of how many nominations a single person gets, each nominee will be contacted. If nine of those 10 agree to run, nine will be sent the application and nine will be presented to the membership as candidates. In the event there is only one nominee per office who agrees to run, membership will be notified that the deadline for nominations is extended an additional week, and the committee will seek additional nominees. Committee members may then also actively solicit qualified nominees by contacting individuals. If at that time there is still only one nominee, the election will continue with one candidate on the slate. All candidates and their applications will be posted online.

Feb. 18: Deadline for committee to confirm candidates for the ballot

March 4: Deadline to get the slate online and set up for voting.

March 4- April 8: Elections through the CMA web site

April 8: Final day for voting

April 11: Vote counted no later than this date and winners or a run-off announced.

The candidate receiving 50 percent plus 1 of the total number of ballots cast will be declared the elected candidate. In the case that no candidate receives a 50 percent plus 1 majority, a run-off of the top two vote getters will participate in a run-off election. The run-off election will be conducted in no more than two weeks following the initial deadline for results to be announced.

April 18-29: Run-off election, if necessary

April 29: Run-off vote counted

This procedure does not address gender balance. However, the committee feels the committee/membership should make choices based on the best candidates nominated and not out of necessity of putting forth a politically correct slate. CMA is lucky in its leadership history to have been well represented by both males and females without having a defined policy that it should follow for gender equity. The CMA board, in the past, has viewed balance in a larger context than gender, trying to keep in mind the needs of its larger schools, as well as the smaller, east/west, public/private/church-affiliated, and the various financial structures represented in our mix. The board attempts to address what may be perceived as inequities or imbalances when making selections for the appointed board positions.

The 2011 elections committee, in addition to me, is:

Mark Witherspoon, past president, Iowa State University,
Ron Johnson, past president, Kelly Messinger, chairwoman of the New Adviser Committee.

Nominations should be emailed to me at jcrouch@mtsu.edu beginning Jan. 17. If you have questions, please do not hesitate to contact me or any of the other committee members.
Reflections on the CMA Board

BY RACHELE KANIGEL
FORMER CMA SECRETARY

Ever wonder how your CMA dues are spent? Are you curious how fall convention venues are chosen? Do you wish that you, too, could have a cascade of colored ribbons tacked to your name tag at the CMA conventions?

Spend a couple of years on the CMA board of directors and you’ll know more than you ever imagined about the how this organization functions – and how to look like you belong.

In my two years as board secretary – from the fall 2008 convention in Kansas City to the fall 2010 convention in Louisville – I not only took notes on everything the CMA board did but I got a front-row seat on the workings of this organization that most of us know mostly from the listserv and the conventions. I got to see how decisions were made and how the budget was handled. I got to vote on contracts and policy changes. And I got to meet some really hard-working, dedicated and fun people.

Now that I’m back to being a regular member, I thought I would share some thoughts about what I learned.

First of all, some of you might wonder how I got on the board. You probably don’t remember voting for me because you didn’t; mine is not an elected position. Like all CMA secretaries I was appointed by the board. (According to the CMA bylaws, the president and vice president are elected by the membership for two-year terms in odd-numbered years, the vice president for member services is appointed by the president and approved by the board for a two-year term in odd-numbered years, and the treasurer and secretary are appointed by the board for a for two-year term in even-numbered years.) In 2008, I was chairwoman of the Professional Development Committee and I let then-President Ken Rosenauer know I was interested in getting more involved. A few months later, when Secretary David Levy was getting ready to leave the board, Ken tapped me on the shoulder and asked if I’d like the job. I accepted.

The next thing you might be wondering is what the board actually does. The board meets three times a year – immediately before the fall and spring conventions and for a summer board retreat – to discuss governance of the organization. That can include everything from selection of an editor for College Media Review and spring convention director to discussion of contracts for hotels to new programs, like the mentoring program Vice President David Swartzlander and Joe Gisondi cooked up this year. When decisions have to be made between meetings, the board discusses issues by e-mail and conference call.

Serving on the board not only made me feel more knowledgeable about the organization; it also gave me a new appreciation for the hours put in by dozens of volunteers. Most of us have full time jobs advising and/or teaching and yet people are willing to share their skills, time and contacts to keep CMA running. While you may not like all the decisions the CMA leaders make, I can testify that they are carefully considered and discussed.

If you are wondering how to get more involved in CMA, here are some suggestions:

■ Join a committee. CMA’s committees are the backbone of this organization, responsible for convention programming, awards, adviser advocacy and other programs and services.

■ Participate in the listserv. Have a question about advising? Don’t be shy; post it to the membership. And if you have an answer, share your thoughts.

■ Come to conventions. If you regularly attend the fall convention but skip the spring, come to New York City this year. And if you haven’t been to a CMA convention recently, register for one in 2011. They’re a great way to get new ideas. You’ll come back to your job refreshed and invigorated.

■ Offer to plan a convention session. Share your expertise in design, reporting, multimedia, managing people, social media or whatever do best with other advisers and their students. (Remember: Speakers get to wear one of those ribbons on their name tags.)

■ Run for office. Elections for president and vice president are coming up this year. (For more information see TK in this newsletter). (And guess what – it’s another chance to get a ribbon!)
This year's Apple Awards -- Best of Show for New York Conference -- will be a little different. We've switched a couple categories, changed the entry submission process and aim to make this year's contest announcements truly special in honor of the excellent work done by college media outlets.

We've modified the categories to fit today's changing media landscape. As paper sizes have changed, there has been less distinction between tabloids and broadsheets, so we've eliminated those categories, simply having the best two-year, non-daily or daily newspaper. We've also added some categories: Best web site, Best Slideshow and Best Column (print or broadcast).

Another major change to the Apples will be the entry process. Previously, all entries were submitted at the conference. This year, except for the yearbooks, all entries must be submitted online prior to the conference. The entry deadline is Feb. 9 (the same as the end of early-bird registration).

Entries cost $10 and can be paid for when you register. Again, all entries (except the yearbooks) must be submitted online by Feb. 9. Yearbooks can be brought to the conference and will be judged on-site.

This new entry submission method will streamline the judging process and enables an exciting opportunity. Through independent judging done before the show, we will compile a list of finalists. Students and advisers from these schools will receive “Apple Finalist” ribbons for their name badges. This will show others at the conference these people are associated with work that has been judged to be among the best in the nation. Also, the finalists will be invited to a breakfast the morning of March 15 before winners are announced.

### Apple Award Categories

1. Two-year newspaper – single issue published since April 1, 2010
2. Four-year non-daily newspaper – no more than 2 issues per week; single issue published since April 1, 2010
3. Four-year daily newspaper – more than 2 issues per week; single issue published since April 1, 2010
4. Yearbook up to 304 pages – enter 2010 book, bring to NYC11
5. Yearbook more than 304 pages – enter 2010 book, bring to NYC11
6. General interest magazine – one issue published since April 1, 2010
7. Literary/arts magazine – one issue published since April 1, 2010
8. Website – any news-related website; submit link
9. Web slideshow – submit direct link to slideshow placed on site after April 1, 2010
10. Radio broadcast – a student-produced newscast or public affairs news program, no compilations, aired since April 1, 2010
11. Television broadcast – a student-produced newscast or public affairs documentary or news program, no compilations, aired since April 1, 2010
12. Opinions column or radio/TV broadcast – published or aired since April 1, 2010

### Deadlines/Registration/Hotel

**Who:** Students and advisers from coast to coast and beyond.

**What:** The annual 2011 National College Media Convention, the largest spring assembly of student journalists in the world who gather together for three days to attend more than 200 educational sessions, hear inspirational keynote addresses from media movers and shakers, participate in a trade show, learn from onsite critiques and competition, and much more, including preconvention Media Pro Workshops.

**When:** Sunday-Tuesday, March 13-15, 2011, with workshops starting Saturday, March 12, 2011.

**Where:** Marriott Marquis Hotel in New York City at Times Square, the crossroads of the world.

**Why:** Because we have to provide leadership for our students who will be charting the course of an exciting and evolving new world of media.

**How:** Registration will be available at collegemedia.org.

**Registration Type and Rates**

- Student Delegate - $100 (After 2/8/2011 -- $130)
- CMA Member - $110 (After 2/8/2011 -- $140)
- Non-member $155 (After 2/8/2011 -- $185)

**Hotel Rates**

- Single/Double - $269 (Rate increases after 2/18/2011)
- Triple - $299 (Rate increases after 2/18/2011)

**Hotel Address:** Marriott Marquis, Attention: Reservations, 1535 Broadway, New York, NY 10036

**Telephone:** 212-398-1900 (General Hotel Info) • 1-800-843-4898.

Check out the latest conference news at [www.collegemedia.org/nyc](http://www.collegemedia.org/nyc)
Nils Rosdahl is retiring from North Idaho College after 26 years as adviser for The Sentinel. Under his watch, the Sentinel, published five times a semester, earned hundreds of awards, many of them national.

One of the biggest changes in the years of advising is the technology, Rosdahl told the Sentinel in a story published this fall. “When I first started here, we maybe had two computers and they were like 8 feet square. We actually would cut and paste with the stories. So technology has been the major change. I would say that’s to an advantage. It’s really helped with the design of the papers, especially making them more readable, more attractive.”

Rosdahl said in the paper that his career has been full of rewards. “The biggest reward is when you’re teaching a class or you’re criticizing a paper with the news staff and as you’re giving them some information, sometimes you can look in a kid’s eyes and you can see that kid thinking, ‘I can use that.’ That is so rewarding to see a kid thinking that. That’s really cool.”

David Tank, adviser to Stoutonia at the University of Wisconsin-Stout, has published his newest book “Wisconsin Wildflowers in 3D” (Planert Creek Press 2011). It is available at www.3dwildflowers.com and from Amazon.com.

Because of David’s skill in stereo photography, the student editors decided to publish a 3D issue of Stoutonia last spring, with a pair of 3D glasses included in each.

Mike Grundmann, assistant professor and student newspaper adviser at James Madison University in Virginia, has shared in four national awards with his co-producer for their “edu-tainment” video “Geometry Rules.”

The video, a primer to get middle school students interested in geometry, won Aegis, Telly and Videographer awards, and an award from the Broadcast Education Association. Grundmann is a former copy editor for the Los Angeles Times.

Candace L. T. Walton was awarded the University of South Dakota’s top teaching award, the Belbas Larson Award. Walton is the adviser for KAOR-FM, USD’s student radio station. She also completed her Ph.D. in counseling and education psychology from Kansas State University in 2010.

She also is the interim president of College Broadcasters, Inc.

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

Nominations for Distinguished or Honor Roll adviser

Please take a few minutes today to nominate a colleague for either the Distinguished Adviser Award or for an Honor Roll Adviser Award.

Details are available on the CMA web site. Phone or e-mail Stacy Sparks for more information.

The awards are given annually at the fall conference of College Media Advisers. Distinguished Awards are given to advisers with more than five years experience and the Honor Roll award is given to advisers with fewer than five year’s service.

Applicants must demonstrate that they subscribe to and operate under the CMA Code of Ethics.

For nominations, contact:
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