TransitioN TiM e
Spielberger, interim management team work together through summer

Ron Spielberger, the executive director for College Media Advisers for nearly 30 years, announced after the annual spring convention in New York City that in July he will begin a phased retirement program offered by the University of Memphis and will step down from his CMA executive director position.

Since his announcement, he has been working with the interim management team of Chris Carroll, Jeff Breaux and Jim Hayes from Student Media at Vanderbilt University to prepare for the transition of headquarters.

In the meantime, he is working hard on planning the fall convention in Orlando and preparing to serve as a consultant to CMA through December.

Spielberger’s legacy
Spielberger has served as the executive director of CMA for more than half of the life of the organization, since 1982, including through a name change from the National Council of College Publications Advisers.

Under his leadership, the headquarters operation has grown extensively, moving from membership index cards kept in two metal boxes to an extensive database management system.

In 1997, fall convention planning was added to his list of his duties. His first convention to plan was at the Chicago Sheraton, where the convention will return in 2012.

“It has been a very interesting aspect of my career outside the classroom, but it is time to hand the challenges of the organization over to someone else and return to the classroom for one or two classes for a few years,” he said. “I have worked with many wonderful and dedicated people over the years. Advisers really have a passion for what they do and I have been happy to help them in any way I could over the years.”

CMA President Sally Renaud applauded Spielberger’s long commitment to CMA.

“Ron has provided the continuity, history and backbone for CMA,” Renaud said. “We’ve all seen his quiet presence at our events, but that’s misleading. In reality, he is handling everything to ensure their successes, which he has been doing for nearly 30 years.

“We will use the occasion of the fall convention in Orlando to honor Ron,” she said.

Finding a new home, director
The CMA board of directors will use the year-long, interim period to look for a new headquarters as well as for a full-time director. At its summer meeting, the board will begin its work.

“It’s been nearly 30 years since CMA had to find a new home and director,” Renaud said. “We want to take our time and do what’s best for the organization, and we have been seeking the advice of past CMA officers and national journalism leaders. We are starting with job descriptions and a wish list for our headquarters.

“We will have much to report to our members at our business meeting in Orlando.”
CMA President-elect

Critical decisions for next year’s board

Greetings, fellow CMAers, from Prague, The Czech Republic.

Or should I say vitamé vas, welcome in the Czech language?

I’m in this beautiful land with several students who agreed to take a class with me. We are going to ride bicycles through The Czech Republic, Austria and Germany - partly along the Danube River, in an effort to avoid mountains or even hills - and write and shoot information to put on a travel blog that can be found at The Doaneline.

We’ve eaten goulash, climbed to the top of St. Vita’s Cathedral, visited the Prague Castle, watched and listened as the Astronomical Clock marked the hour and generally scoured the town on foot. Students now are working on their blogs/stories, so I thought this would be the perfect time to submit a column to our newsletter.

Primarily, I want to thank those CMA advisers who voted earlier this year. My only wish is that everyone in CMA would vote. That may be unrealistic, I know, but you have a say in how the CMA operates through voting.

I especially want to thank those of you who voted for me. I hope I can fulfill the trust you’ve placed in me.

And if you didn’t vote for me, I hope I can earn your trust during the upcoming two years I will serve you.

It should be an exciting two years.

We’re already off to a good start, financially. The New York City convention was an unmitigated success. Attendance was up, interest was high and that showed up in the revenues. It’s nice to make some money.

And Orlando figures to be a memorable convention for CMA. Not only is it in the Sunshine State, but this will be the last convention planned by long-time Executive Director Ron Spielberger, who has decided to retire. I know all CMA colleagues will want to join us in Orlando to give Ron the fantastic sendoff he so richly deserves.

In Orlando, current president Sally Renaud will become the immediate past president and I will assume the role as president. I know we will all want to thank Sally as well for her outstanding leadership during the past two years.

By the way, the leadership team - your board of directors - will undergo a slight change in Orlando, but it will be one for the better as Rachele Kanigel from San Francisco State University will become the new vice president.

Otherwise, I’ve decided to keep the board intact as we face two critical, long-lasting decisions: where to locate our headquarters and who will be our first, full-time executive director. For the record, Ron worked full-time hours for CMA but at part-time pay. We hope to rectify that when we hire the new executive director.

Because of those two delicate issues, I’ve made no changes to the board. Chris Poore still will be your vice president of member services. Sally and I, of course, will be on the board as will treasurer Annette Forbes and secretary Bonnie Thrasher.

Since we have delicate decisions to make that will affect how the organization operates in the future, I wanted to keep the board, which has already laid the groundwork for this new organizational foundation, together to fulfill our long-range vision for CMA.

It’s a good group, in my opinion. A group that already has accomplished much.

But we still have a long way to go to give CMA a home, hire a new executive director and make our organization financially stable.

Just know that we’re all working on it - some of us are just a little farther away than others.
The fall convention in Orlando again will feature a book exhibit and silent auction to benefit the Student Press Law Center.

To make it a success, we need dozens of books by or about journalists, journalism, mass media, social media, broadcasting, writing, style guides, photojournalism, newspapers, radio, TV -- you name it.

Have you written a book recently? How about a colleague? Please start thinking now about books you can donate and plan to volunteer at the book exhibit this fall to support this worthy cause -- SPLC.

Email book exhibit coordinator Judy Gibbs Robinson at jgrobinson@ou.edu with titles you can contribute and times you can volunteer.

**CMA Fall Conference**

**Orlando conference will be ‘universal’**

Have you started thinking about the National College Media Convention in Orlando, Oct. 26-30? If not, you should, because this year is going to be universal. Literally.

**The big stuff.**

Tim Harrower, journalism textbook author and consultant who travels the country teaching workshops, is doing a special workshop called Futurizing the News.

Patrick Farrell, a Miami Herald photographer whose images of the hurricane season in Haiti in 2009 won him a Pulitzer Prize, has been scheduled as a keynote speaker. To see his work, go to www.pulitzer.org/works/2009-Breaking-News-Photography.

And with nearly 400 sessions you’ll definitely be able to tailor a schedule to meet your needs and the needs of your media, regardless if you’re a four-year or two-year college or a print, online or broadcast student or adviser. Between ACP, CMA and CBI, we’ve got you covered.

**The other big stuff.**

Put these dates on your calendar. You have until Oct. 10 to register with the earlybird rates (they increase by 20-30 bucks after this date), and you need to book your rooms at the Renaissance Orlando at SeaWorld by Sept. 27 to ensure you receive a spot at the discounted rate.

**The really big, fun stuff.**

It’s in Orlando. The convention hotel is right across from SeaWorld and just a trolley ride away from Disney World and Universal Studios and their CityWalk-known as the Entertainment Capital of Orlando -- where nightlife, dining and shopping are plenty. With places like Emeril’s Restaurant Orlando, Jimmy Buffett’s Margaritaville and the Red Coconut Club, you won’t have any trouble penciling in evening activities.

Look for the registration booklet to land in your mailbox late August, but until then, keep an eye out on the listserv, Facebook and Twitter for more convention information.

**CMA Fall Conference**

**GOT BOOKS? CMA NEEDS THEM**

The fall convention in Orlando again will feature a book exhibit and silent auction to benefit the Student Press Law Center.

To make it a success, we need dozens of books by or about journalists, journalism, mass media, social media, broadcasting, writing, style guides, photojournalism, newspapers, radio, TV -- you name it.

**FUTURE CONFERENCE LOCATIONS:**

- Summer Adviser Workshop 2011, July 28-31, St. Petersburg, Sandpiper at the TradeWinds Resort
- National Fall College Media Convention 2011 (Oct. 27-31), Orlando, Renaissance Sea World
- Spring National College Media Convention 2012 (March 18-20), New York City, Sheraton
- National Fall College Media Convention 2012 (Nov. 1-4), Chicago, Sheraton
- National Fall College Media Convention 2013 (Oct. 23-27), New Orleans, Marriott
- Spring National College Media Convention 2013 (TBD), New York City.
Kay L. Colley, assistant professor of mass communication and student media director at Texas Wesleyan University, was chosen to participate in the Scripps Howard Leadership Academy at Louisiana State University.

LSU’s Manship School of Mass Communication hosts the Academy, now in its fifth year. Participants are selected based on a letter of application, curriculum vita and two letters of reference. Participants work with seasoned administrators to share administrative strategies and insights.

Colley also received the 2011 Earl Brown Distinguished Faculty Award from Texas Wesleyan University. The award is given to a Texas Wesleyan faculty member who displays quality in the areas of teaching, scholarship, community and University service, and personal integrity.

Colley was nominated by a colleague in her department for the award, which was voted on by the entire faculty at Texas Wesleyan. She received $500 and spoke at the May graduation ceremonies.

Bob Lynch, a journalism and developmental-writing instructor at Lone Star College-North Harris, in Houston, was announced a winner of the 2011 Adjunct Faculty Teacher Excellence Award. He received the same recognition two years ago at the CyFair sister campus.

Kim Zarkin, associate professor of communication and adviser to The Forum at Westminster College in Salt Lake City, was named the Professor of the Year by the Associated Students of Westminster College. This is the only teaching award at Westminster chosen exclusively by the students. Students nominate faculty during the ASWC elections and the executive board chooses the faculty member who best exemplifies the teacher-mentor model prized at the small liberal arts college.

Richard Moreno, director of publications at Western Illinois University, has published two new books this year.

“Illinois Curiosities” was published by Globe Pequot Press and highlights more than 175 of the state’s most unusual or bizarre places.

“A Short History of Carson City” was published by the University of Nevada Press. The book traces the story of the capitol city from its origin as a mid-nineteenth-century trading post to its rise as the political center of Nevada.

Directors of the Student Press Law Center, the nonprofit advocacy group for the student media added three new members to its 15-member board.

Mark W.C. Stodder, an executive with Minneapolis-based Dolan Company, became chair of the board in March upon the death of chairman Richard Goehler.

Javier Aldape, an executive with The E.W. Scripps Co. in Chicago, was unanimously selected vice chair for the 2011-12 term, taking over for Stodder.

Joining the Board are: Kevin Corcoran, program director for the Indianapolis-based Lumina Foundation for Education and a longtime journalist; media lawyer Laura Lee Prather of Houston-based Sedgwick LLP; and Geanne Rosenberg, a journalism professor and project director at City University of New York’s Baruch College.

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 legal information and referral assistance at no charge to student journalists and the educators who work with them.

The new members replace Virginia Edwards, Angela Filo and Mark Witherspoon, who left after serving the maximum two three-year terms.
Taylor told us.

or more telling them information they can look up in seconds, coming to a class where someone is going to spend 50 minutes of their iPhone toting fingers. They do not see the purpose of and any kind of information they want is pretty much at the tips and a lot less as lecturer.

must be interactive with the teacher serving more as facilitator, social and communication skills, math and language.

of technology, they are generally underdeveloped in areas of identity. However, while they are highly sophisticated in the use of technology, they are generally underdeveloped in areas of identity. They never knew anything except postmodernism’s spin, created reality and meaning, skepticism, cynicism, and hyper-consum-
erism... NeXters are more likely to be seen as the embodied manifestation of their Boomer parents’ personal growth, so tend to be (or once were) the wanted, precious, protected children of Boomer parents.”

According to Taylor’s classifications Generation NeXt starts with those born around 1982.

In one article, he describes them like this: “NeXters have never known anything except postmodernism’s spin, created reality and meaning, skepticism, cynicism, and hyper-consum-
erism... NeXters are more likely to be seen as the embodied manifestation of their Boomer parents’ personal growth, so tend to be (or once were) the wanted, precious, protected children of Boomer parents.”

Taylor noted that technology is an integral part of the NeXter identity. However, while they are highly sophisticated in the use of technology, they are generally underdeveloped in areas of social and communication skills, math and language.

His chief suggestion is that to improve classroom learning, it must be interactive with the teacher serving more as facilitator, and a lot less as lecturer.

These students are highly experienced at finding information and any kind of information they want is pretty much at the tips of their iPhone toting fingers. They do not see the purpose of coming to a class where someone is going to spend 50 minutes or more telling them information they can look up in seconds, Taylor told us.

Taylor suggested teachers need to “get the content out of the classroom,” and provide more class time for interactive assignments – discussions, presentations, group projects – for students.

To get the content out of the classroom, Taylor recommended that lecture material and reading should be presented online or in other formats where students could access it at anytime outside of class.

(Taylor cited several research studies that indicated if students could access the reading via a computer, phone, Kindle, etc., they were much more likely to read it. They just don’t have that love for the traditional textbook that most of us Boomers do.)

The trick, Taylor said, is to create a high standard of expectation that students will come to class prepared: They have read the assignment, listened to the online lecture, have their homework or project ready.

Being prepared for the class should be a significant part of their grade, Taylor said.

The main purpose of a teacher should be to help students learn how to find information and to properly evaluate it. In doing so, the faculty member also should help instill a sense of professional ethics and acceptable standards.

During the workshop, Taylor also demonstrated the use of classroom “clickers,” which students could use to immediately respond to questions during class. This is one way of keeping students engaged in classroom discussion and could allow the professor to measure or test how prepared the students are for class.

Even us old Boomers and GenXers found the clickers to be a fun tool to use during the workshop, and almost all of us agreed that they could prove useful in a classroom setting.

While faculty are pondering the problems Generation NeXt is having in the college classroom, Taylor pointed out that corporate bosses say this generation is having difficulty making the transition from college to career. He noted the chief frustration they expressed is that colleges are not preparing students for the realities of the workplace.

Many of these workplace managers have told Taylor that students who are never required to take an 8 a.m. class or do not have classed on Fridays are often very unhappy when they enter a career where they have a five-day work week that starts at 8 a.m. each day and where they may be expected to work more than eight hours a day.

Taylor describes the generational conflicts in the workplace in his article “Working with the Generations: Generational Issues in the American Workplace,” which I found to be useful reading.

To read that article and for more insight from Taylor and his background information visit his website at http://www.taylorprograms.com. Many of his other articles and links to other learning resources are posted there.
**CMA election news**

**Membership elects Swartzlander president; Kanigel will be vice president**

The Elections Committee is pleased to announce the new president and vice president for College Media Advisers:

President-elect: David Swartzlander, Doane College in Nebraska.

Vice president—elect: Rachele Kanigel, San Francisco State University.

They will be sworn into office during a meeting at the fall conference in Orlando and will serve for two years. The election and vote tallies have been confirmed by the CMA secretary with the elections committee. For complete results, please click on this link: http://www.collegemedia.org/CMAelections

Congratulations to the incoming leadership, and we wish them well in their new roles. Our sincere thanks go to Chris Poore and Lori Brooks for their willingness to participate in the elections and their willingness to take the responsibility of CMA leadership.

**Jenny Tenpenny Crouch, Elections Committee Chair**

**Bonnie Thrasher, CMA Secretary**

---

**2011 CMA Officers**

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Contact Information</th>
</tr>
</thead>
</table>
| President           | Sally Renaud     | Eastern Illinois University  
600 Lincoln Ave.  
Charleston, IL 61920  
217.581.6003 Office  
217.581.7188 Fax  
217.512.0036 Home  
serenaud@eiu.edu |
| Vice President      | David Swartzlander | Doane College  
1014 Boswell Ave.  
Crete, Neb. 68333  
402.826.8269  
402.643.5135 (cell)  
david.swartzlander@doane.edu |
| Member Services     | Chris Poore      | Kentucky Kernel  
University of Kentucky  
038 Grehan Building  
Lexington, Ky. 40506-0042  
859.257.1900 Phone  
859.323.1906 Fax  
cpoore@kykernel.com |
| Secretary           | Bonnie Thrasher  | Arkansas State University-Jonesboro  
P.O. Box 1930  
State University, AR 72467  
870.972.2979 Phone  
870.972.3389 Fax  
bthrasher@astate.edu |
| Treasurer           | Annette Forbes  | 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 |
| Immediate Past President | Ken Rosenauer | Missouri Western State University  
4525 Downs Drive  
Saint Joseph, MO 64507  
816.271.4323 Office  
816.271.4543 Fax  
816.387.8213 Home  
rosenauer@missouriwestern.edu |

**Headquarters Staff**

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Contact Information</th>
</tr>
</thead>
</table>
| 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  
rspbrgr@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 |
I knew I wanted to be Helen Thomas before I knew who Helen Thomas was.

I grew up dreaming of covering the White House for any news organization that would have me, and it did not matter who it was, so long as, to borrow the title of one of her books, I was “Front Row at the White House.”

I met her the first time when I was 13 years old, in 2002 and instantly became a disciple. I was enamored the moment I heard her speak. Ever since, she’s been my hero.

As one can imagine, when I heard Helen was going to speak at the College Media Advisers conference, I knew I had to see her. And when I was told I’d have the opportunity for some one-on-one time with her, naturally, excited could not begin to describe the elation I felt for the chance at a second meeting with the one, the only, Helen Thomas.

Helen has seen and accomplished so very much during her long and legendary career. I can honestly say, if it weren’t for Helen, there is no way, as a woman, I could ever dream to have the career I aspire. She paved the way for me and all female journalists.

In her own words: “Women (journalists) were few and far between,” she said. “We were ridiculed, harassed and force fed. It was very difficult for women to go into any of the major professions. It’s easier now... women (journalists) are doing everything they can to get the truth... Women are now coping beautifully and in every way.”

This is just another reason why I was honored to meet Helen again at the CMA conference. I had an extraordinary experience with the opportunity to serve as her escort during the conference, allowing me two and a half hours with Helen and her mentee, the equally glorious Christine Tatum.

She recounted her glory days at United Press International, her present and everything in between to my delighted ears.

She gave me a single piece of advice (which, fittingly, like the good journalist she is, was concise) when I asked if she had any suggestions for a wannabe White House reporter. “Go there.” Simply, you cannot be a White House reporter if you’re not in Washington, she said.

Like a good journalist (or disciple of Helen, and let’s face it, they’re practically one and the same), I took notes during our meeting.

Sitting and conversing with her felt made me feel like I knew her for years; she was personable, witty and candid. In short, she was everything I had hoped she would be and more.

Her frankness extended to several topics. On how to interact with presidents: “Never bow to any president. They’re no better than you.” On Wikileaks: “I like whistleblowers. They’re always in trouble.” On the importance of news: “You can’t have a democracy unless you have an informed people.”

As a journalist, “You’re living history every day,” she said. “Don’t worry about hurting people and reputations. Getting the truth is the most troublesome part. The truth is often hidden.”

She respects technology, calling it “magnificent.” She has a cell phone and a computer, but has not started to use social media (yet).

Her only request was for a cup of coffee (black). Christine told me a story of Helen’s drinking habits (scotch). Indeed, watching Helen and Christine interact was also delightful; they had an enviable familiarity and mutual admiration.

Despite intense personal interaction, Helen is still a demigod in my eyes. To me, she is permanently a deity. I have so much respect for this great woman, and I am forever grateful to CMA for giving me the opportunity to interact and get to know her a little better. To this day, I am starstruck with her and her achievements. She is the one all young journalists should aspire to become.

Maria Amante is a senior at Central Michigan University majoring in journalism and political science. She’s from Grand Rapids, Mich., and graduates in December. When she grows up, she want to be Helen Thomas! (At the very least, a White House correspondent. Helen Thomas is a one and only kind of gal!)