Unanimous vote adds amendment to bylaw

The CMA bylaws were amended at the annual membership meeting during the Fall National College Media Convention in Kansas City Friday, Oct. 28, when a unanimous vote officially added the Hall of Fame award and committee to the bylaws.

The John A. Boyd Hall of Fame was created in 1994 and has 19 members. The recent vote anchors the Hall of Fame in the CMA bylaws, along with the other CMA awards and committees.

Changes to Hall of Fame procedures expand the selection committee from five members to six and establishes three-year terms for committee members. Another key change requires the appointment of two non-Hall of Fame CMA members to the selection committee as part of the expansion. A member of the CMA board will sit as a non-voting ex-officio member of the committee as well.

A second proposed bylaw amendment that would have altered CMA membership criteria and categories was tabled by a 15-12 vote. The amendment would have restricted active membership to those working at non-profit student media organizations, protected membership for former advisers who left their positions either by choice or administrative removal, allowed professional employees of for-profit student media organizations to hold associate memberships, and created an institutional membership for professional media organizations.

After discussion centered on the status of professional employees of for-profit student media organizations, a vote was taken to table the proposal. President-elect Lance Speere assured members that the board would continue to work on the amendment proposal, and another motion was made and unanimously passed that asked the board to submit any revised proposals to the membership for a mail ballot.

New board focuses on changing marketplace

By Kristy M. Galbraith
Austin Peay State University

With newspapers across the nation facing circulation declines and changing readership habits, the new College Media Advisers president is shifting the organization’s focus toward a changing media marketplace.

For Lance Speere, it’s one of two areas he plans to focus on during his tenure as CMA president. The other focus: protecting student newspaper rights. Speere began his term Oct. 28.

“Our biggest issue is protecting the first amendment rights of the collegiate press, and in turn becoming targets of administrators or others attempting to manage the flow of information from the student press,” he said. “We also need to adjust to the changing media marketplace and be able to provide the resources and support for student journalists without falling behind.”

These marketplace changes – mainly new and alternative ways readers are getting their news – has Speere excited about what advisers can do to prepare students for a changing industry. Speere is the general manager of the Daily Egyptian at Southern Illinois University Carbondale.

“In simple terms, we are headed upward and onward. It is obvious that we can’t simply maintain the status quo,” he said. “This is both an exciting and frightening time for the media.”

Speere plans to ensure CMA plays an active role in interpreting and training for those changes. “CMA has been growing, through expanded convention and workshop opportunities, to meet these challenges,” he said. “And we need to continue doing that.”

He also expects the board to play a significant role in moving the organization forward and said they are focused on meeting those challenges. Much of the forward momentum will come through the CMA member resources, Speere said.

By the end of his term as president, Speere said he hopes to create new communication avenues for members while “staking out new directions for the student press.”
Behind scenes efforts saved convention

On Saturday afternoon, Oct. 29, the third day of the Fall National College Media Convention in Kansas City, I was sitting in the lobby of the Westin Crown Center visiting with another CMA member when a young man wearing his convention badge suddenly stopped next to our table.

He looked hesitantly at me and asked if I was the president. I confirmed that I was the new president, wondering at the same time what complaint he was going to register with me. The paranoia proved unnecessary.

Instead, he thanked me for the “great” convention. His bobbed his head emphatically, and the nervousness that shone in his eyes when he first approached me was replaced by an earnest sincerity.

I returned the thanks, feeling a bit awkward knowing that I had very little to do with the experience he was getting at the convention.

And so I begin my first newsletter column as president of College Media Advisers by sharing this story with you to ensure the proper people are thanked. That list begins with CMA Executive Director Ron Spielberger, extends to the fine staff at the Associated Collegiate Press, and most certainly rests with the many CMA members who volunteered their time and service as committee chairs, session leaders, and service providers.

The CMA board also needs to thank every adviser who brought or sent students to the convention because she or he trusted in the organization’s ability to relocate the convention from New Orleans to Kansas City in less than two months.

Two days after Hurricane Katrina swamped New Orleans, some of us on the board thought the convention might never see the light of day. After all, we knew very well that it takes about six months of non-stop planning to successfully organize a convention. How could we pick up and move a convention planned for New Orleans to anywhere in 57 days?

And should we even worry about our displaced convention when it was apparent forced from their homes with no idea if they’d ever be able to return to their way of life? In that light, our concerns seemed trivial.

But scarcely more than a few hours later, CMA’s own Superman, Ron Spielberger, was hunkered down in the CMA war room (Ron’s cramped office at the University of Memphis) hammering out a plan with the Hyatt to relocate the convention to its Crown Center property in Kansas City. Maybe we could pull this off after all.

Ron struggled endlessly with the Destination Crown Center team to ensure our needs were met in Kansas City. And toiling with him were the numerous CMA committee chairs who scrambled to reschedule speakers for the 400-plus sessions. Obviously, such a gargantuan task would not be without its share of glitches and headaches. But looking back, the decision to ensure that the show would go on was the correct one.

More than 2,300 students and advisers swarmed the halls and meeting rooms of the Hyatt and Westin hotels in Kansas City. I heard mostly positive comments, with a few expected grumbles, from advisers and students alike. But we tend to remember the negative ones, and that’s what I was doing when approached Saturday afternoon by the young man wanting to know if I was the CMA president.

In the end, all it really took was that one convention attendee to issue his thank you for me to forget about the complaints and realize that we succeeded. You succeeded. So I pass along his thanks to you, where it properly belongs.
As is typical, our delegation returned to school from the Fall National College Media Convention invigorated, ready to take on new challenges, and truly inspired by the tutelage and examples of our peers - all of you, your fellow advisers and your students. We all owe a big round of applause to the numerous volunteer CMA members whose committees programmed hundreds of sessions for the fall convention and are busyly doing the same for the spring convention right now.

When I'm asked what CMA does for media advisers, I often first think of that experience each year - the tremendous value of our fall and spring conventions for learning, sharing ideas, networking, and inspiring healthy competition among our students.

But while the major conventions may be the most visible area of CMA, they are just the tip of the CMA iceberg. There are many more areas in which CMA supports the sometimes difficult, always challenging, job of the college media adviser.

There's the Scripps-Howard grant CMA administers for the Scripps-Howard Minority Fellowship. The fellowship funds an adviser to travel to the national college media convention as well as to participate in a visiting mentor program which pairs them with a host school and CMA adviser. CMA's partners at the Black College Communications Association conduct the selection process.

There's the $10,000 per year CMA sends to support our best friends in student media, the Student Press Law Center. We all depend on their advice at some, usually panicked, moment and their website (www.splc.org) is an indispensable resource that helps us all do our jobs better. In addition, CMA is committed to annually funding another student who works for a CMA member-advised student newspaper. Scripps-Howard funds two other identical internships. SPLC will begin taking applications for this years' CMA and Scripps-Howard funded internships in Spring 2006.

There's the $5,600 CMA allocates each year for Adviser Advocacy Legal Defense Fund has been additionally supported by our friends at the Kansas Associated Collegiate Press with generous donations for the past two years.

Then there's the $5,000 annually CMA offers in Ingelhart First Amendment Grants to support innovative programs on our campuses to educate about this often misunderstood foundation of our constitutional rights. The grants are one arm of CMA's First Amendment Initiatives, headed up by Mark Witherspoon at Iowa State University. Other aspects of CMA's First Amendment Initiatives program include the annual publication, Keeping Free Presses Free; and the First Amendment Institute, created by CMA and the First Amendment Center in Nashville, which will be offered for the third time June 6-8, 2006. When a worthy nominee is brought forward, CMA awards the Louis E. Ingelhart First Amendment Award for extraordinary, long-term contributions in support of the First Amendment.

And don't forget the CMA listserv, managed by Eddie Blick at Louisiana Tech; the Best of Collegiate Design competition to showcase the finest student design work; CMA's Distinguished Adviser Awards; as well as the full slate of CMA's professional development workshops - the First Amendment Institute, Effective Newspaper Advising at the ACP National Newspaper Convention, CMA's New Advisers workshop and Advising Today's College Media workshop.

Take advantage of what CMA has to offer its members, whether it's applying for a First Amendment grant, encouraging a student to apply for an internship, entering the Best of Collegiate Design or the Adviser Awards, or attending one of CMA's professional development workshops.

Kelly Wolff is CMA vice president for 2005-07. She can be reached at kawolf@vt.edu or 540.231.4054.

CMA honors three with Lifetime Memberships

College Media Advisers was pleased to honor three of its own with Lifetime Memberships during the fall conference in Kansas City.

Many CMA members have been touched in one way or another by Mary Lynn Polk, longtime chair of the Magazine Committee and general social organizer at the CMA conferences. She is retiring from Lander University in Greenwood, S.C., where she has kept a busy schedule of teaching and scholarly activity, as well as her contributions to CMA.

Another CMA regular is O’Ryan Rickard, who was honored for CMA service for his work as Book Exhibit chair among other activities. Rickard has retired from Western Michigan University.

Terry Lawhorn has retired from Western Illinois University in Macomb, Ill., after 20 years of service as a faculty member and adviser to the student newspaper. Lawhorn also has been a regular at CMA conferences, and his service has been greatly appreciated.

CMA members hope to see all three retirees at future conferences!
SPLC kicks off fundraising efforts

College media advisers have a great deal to be thankful for this holiday season, but one of the biggest is the Student Press Law Center.

“Not a day goes by when advisers and college student journalists aren’t helped through the efforts of Mark Goodman, Mike Hiestand, Adam Goldstein and the staff at SPLC,” said CMA Past President Kathy Lawrence. And every year at least nine students gain valuable assistance working as SPLC interns and two more in year-long fellowships.

“Now CMA members have a chance to help them back during the SPLC’s endowment campaign,” Lawrence said. “You can make a donation yourself and perhaps engage your students, state press association and others.”

For 31 years, the SPLC has been the nation’s only legal assistance agency devoted exclusively to educating high school and college journalists about the rights and responsibilities embodied in the First Amendment and supporting the student news media in its struggle to cover important issues free from censorship.

Center staff members provide free legal advice and information as well as low-cost educational materials for student journalists on a wide variety of legal topics. In addition, the SPLC operates a formal Attorney Referral Network of approximately 150 lawyers across the country. These lawyers provide free legal representation to students when they need it. About 2,500 student journalists, teachers and others contact the center each year for help or information, an average of 13 daily.

The non-profit organization operates through the support of donations, and journalists, students and advisers have been generous over the years in keeping the center in operation.

“But today we have an opportunity to help SPLC establish a firmer footing by helping with its endowment campaign,” Lawrence said.

Tomorrow’s Voices, the SPLC fundraising campaign, could help the organization develop a base of support totaling $3.75 million. The John S. and James L. Knight Foundation will match every $2 donation with a $1 up to $1.25 million.

“If each college student working in student news throughout the country donated just $1, we’d have a sizable donation,” Lawrence said. “And if each member adviser gave just $25, the fund would grow quickly.”

International Media Program

Students interested in international media can now get a taste of what it’s like to be a foreign correspondent through a special 4-week summer program introduced by the independent Institute for Education in International Media (www.iei-Media.com). The institute operates web documentary projects at four towns and cities in Italy, Greece and Russia. Students, with the aid of interpreters, work in teams -- rotating through the disciplines of writing, photography, video and web design – to tell grassroots stories about the life and people in the community. Student work over the last four summers can be seen at www.CagliProject.com.

Students can get six undergraduate credits at two sites sponsored by Loyola College and Berry College, and six graduate credits through Gonzaga University at all of the sites. There is also an internship option that may or may not be taken for college credit. Students at all levels, including graduating seniors, and from various disciplines are eligible. Enrollment is limited to 24 students at each site, and the 3-1 student-faculty ratio includes 32 faculty drawn from 16 colleges.

CMA member Rachele Kanigel of San Francisco State University will be part of the faculty team in Tver, Russia. You can contact her at kanigel@sfsu.edu.

Visit the institute web site for more information or e-mail the director, Prof. Andrew Ciofalo, at aciofalo@loyola.edu.
First Amendment Vanguard

Five schools tapped for Ingelhart Awards to stage programs

Five institutions have been awarded First Amendment Grants to develop programs on their campuses in support of the educational mission of creating an environment of appreciation and defense of the freedoms guaranteed by the Bill of Rights.

The awards -- named in honor of one of America’s foremost scholars of college media and a champion in the effort to protect First Amendment rights for students, Louis E. Ingelhart, professor emeritus of Ball State University -- totaled $3,750 and were funded by an endowment created in honor of Ingelhart, who has spent much of his life studying, writing about and teaching the value of these core American freedoms.

Recipients of the Ingelhart Awards for 2006 are the following institutions: University of Alaska, $450; Florida Atlantic University, $1,000; Mount Wachusett Community College, $300; Savannah College of Art & Design, $1,000; and the Educational Media Company at Virginia Tech, $1,000.

The grant allocated to Mount Wachusett Community College would fund a contest for broadcasting, journalism, photography and graphic design students to prepare a research project on an area of First Amendment that appeals to them. Through balloting, the best project would be selected, prizes awarded and the projects preserved as part of the library’s collection.

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ICH shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

— The First Amendment to the U.S. Constitution

Savannah College of Art & Design would host a panel discussion as part of the annual “Media Mayhem” promotional event. The panel would include journalists from local and national affiliates and would span the range of broadcast, publishing and electronic media. The SCAD proposal would invite students from nearby colleges in Savannah to participate in the daylong event.

And, an ambitious program proposal by the Educational Media Company of Virginia Tech would match the $1,000 allocated by CMA with another $1,000 to fund a “First Amendment Week,” including such events as “life without the First Amendment,” a guest lecture by noted First Amendment authority Paul McMasters, an essay writing contest, and First Amendment Workshops.

“In light of recent developments in the realm of Student Media and the Courts, this year is perhaps a more appropriate time than ever before to stand for the American values embodied in First Amendment through educational programs on campuses,” said Bill Neville, CMA treasurer, who coordinated the award process on behalf of the board of directors.

“It will not be easy to change mistaken attitudes about the First Amendment, but it needs to be done... and that change will come one person at a time. With what many view as a challenge to the rights of our students and the erosion of their First Amendment protections, the time is now to provide educational outreach,” he noted.

“The Media Law Committee indicated that these proposals could have a positive influence in our ongoing effort to educate students about these core American values. I would certainly agree with their recommendations.”

Individual institutions made applications for the grants and those were reviewed by the CMA’s Media Law Committee, which made recommendations to the board. The Committee members are Roger Soenksen, chair, James Madison University, William Green, Bloomsburg University, James Tidwell and John Ryan, both of Eastern Illinois University.
Keynote speaker shows a slice of life

By Sherrie Farabee
Lorain County Community College

They are moments in time and the slices of those moments that move people the most. They are small pieces of life with potential to become icons of historic events. They are photographs.

So said Gary Fong, director of editorial graphics technology at the San Francisco Chronicle, sharing photos and his views on photojournalism at the Kansas City National College Media Convention.

“Pictures put the stamp on history,” he said, talking to journalism students and their advisers. Fong, an award-winning photographer, has been a Pulitzer Prize juror and a judge for the National Press Photographers Picture of the Year competition. He showed photos spanning decades, and talked about the photographers who took them and the moments captured in the process.

He started with a photo of Marilyn Monroe and Joe DiMaggio waiting to be married in a civil ceremony. He showed photos from Iwo Jima of servicemen raising an American flag, a photo that would win photographer Joe Rosenthal a Pulitzer Prize and be translated into the Iwo Jima memorial statue.

Fong showed photos from the 1969 Indian uprising at Alcatraz prison, and a 1947 photo of a motorcycle rider in Hollister, Calif., that launched the biker sub-culture in America, he said.

He spoke about the impact the photographers who took these pictures had on the world.

Photos, Fong said, inspire patriotism and motivate people to do what is right. He showed pictures from Iraq and others from Hurricane Katrina and talked about the public response to those photos.

Fong showed photos of a boy brought to America for treatment and later reunited with his family, putting faces and emotions on the conflict. Fong pointed out how seemingly innocuous moments become pivotal slices of history because they were captured in a photograph.

We responded, he said, to stories and photos coming out of those places and “a picture that causes people to respond. That is the best you can do.”

He reminded listeners that photojournalists are recorders of history and witnesses to the world. No photographer knows when a picture may turn out to be the best and only record of a significant event. Photojournalism, Fong said, is about the people met and the photographs of those emotions.

He touched on those emotions when he shared the story of one serviceman’s family who only knew their son was still alive in Iraq when his picture appeared in the newspaper. Fong talked about how that single picture let that family know their son was alive and allowed them to “have the pride” of their son being there. “It brings reality to these people, he said.

Writers should make photographers their best friends, according to Fong.

Photographers, should do the same for writers.

“Writers enhance your pictures,” he said, adding that stories and pictures together are “very powerful.”

Wolcott: Journalists need to be flexible

By Kaylene Armstrong
Brigham Young University

Anyone beginning a journalism career today needs to be flexible, a Vanity Fair contributing editor told students at the National College Media Convention.

James Wolcott, who previously worked at Village Voice, offered his advice at the opening keynote of 84th annual convention, conducted this year in Kansas City, Oct. 26-30.

Journalists have to be willing to do anything rather than just in a specific area and be willing to plunge ahead, he said.

“You feel in New York something is about to give,” he said. “You’re going to have to be incredibly flexible.”

He gave students three tips to be successful in their future careers.

He said the first is to be nice to everyone because someone in a small-time position may one day be a powerful editor.

Secondly, nothing a person is asked to do is too small, Wolcott said.

“When small things are done well, they add a tone, they add a gloss,” he said, noting that people who fail to do a good job at small things will do the same for more important things.

Lastly, beginning journalists must become indispensable by being the person editors don’t have to worry about because they always follow through and complete assignments on time, he said.

Wolcott concluded his keynote with questions from the audience. He talked about the intense 24 hours that preceded the naming of Deep Throat in Vanity Fair. He said no leaks – “not even fake leaks” – occurred at the magazine prior to publication.

He also touched on coming indictments in Washington, D.C. – “Everyone is trying to figure out the silence,” he said – and regaled the group with stories about interviewing young female stars.

He said the best advice he ever got was not to worry about what other people think or it colors the writing. He said writers feel better about what they write if they know it is the truth.
John David Reed: The Illinois First Amendment Center presented the 2005 James C. Craven Freedom of the Press Award to John David Reed on Oct. 14 at the Hilton Springfield. The James C. Craven Freedom of the Press Award was named for retired Judge James C. Craven and honors individuals who have demonstrated a strong commitment to the principles of a free and open press. After 32 years, Reed recently retired from Eastern Illinois University. In his 32 years at EIU, he was a Professor of Journalism, Director of Student Publications, Editorial Adviser of the EIU Yearbook, Editorial Adviser of The Daily Eastern News, and Chair of the Department of Journalism.

Ralph Braseth: This past year Ralph Braseth (University of Mississippi) visited every newspaper in the state of Mississippi (all 126 of ‘em). For his efforts and follow up projects that have resulted in improved relations between journalism professionals and journalism educators, the Mississippi Press Association awarded him its President Award for meritorious public service to the industry.

Promotions and Assignments

David Schwartzlander has been made chairman of the communication studies department at Doane College.

Rachele Kanigel of San Francisco State University will be part of the faculty team in Tver, Russia.

Ken Rosenauer has been promoted to Professor of Journalism. He also is chair of the Department of English, Foreign Languages, and Journalism at Missouri Western State University in St. Joseph, where he has taught since 1979. He formerly advised The Griffon yearbook and The Griffon News at Western. Rosenauer is the new publicity coordinator for the Spring National College Media Convention in New York. Previously, he was named to the CMA Hall of Fame and served as editor of College Media Review and the CMA Newsletter.
## Owens, Simmons serve as inspiration

### Linda Owens
**University of South Carolina-Aiken**

Her students love her “because of her dedication to them and her ability to touch them and educate them” is the way a CMA colleague described Linda Owens.

A colleague at the University of South Carolina-Aiken said that it is clear to her students that Owens “in the best spirit of a good adviser, would always support them in any controversial situation in which they may find themselves, whether it be provocative issues explored in the student paper or any First Amendment issues for which she is a tireless advocate and watchdog on the campus.”

Owens has served as a newspaper adviser in the University of South Carolina system for 23 years, the last 20 at USC-Aiken.

Today she advises an award-winning weekly newspaper, The Pacer Times, which she says is “free of student government funding, free of prior review and censorship.”

Owens served CMA as vice president and vice president for member services, chaired the media law committee, has been a regular presenter at both the spring and fall conventions and for many years was CMA’s social planner for the New York City conventions. She was also named CMA’s Distinguished Four-year Newspaper Adviser, and in 2004 was selected by the American Society of Newspaper Editors for its Excellence in Journalism program.

A colleague at USC-Aiken said that as an adviser and journalist, she keeps up with the newest in her discipline and brings current expertise to each class of her students. She has taken a lead in investigating and talking about convergence issues in a broad range of venues.

With regard to her role as adviser, other individuals noted that it is “her philosophy that students have a right to err — in fact, they must err — if they are to learn … Professor Owens believes production of the paper is an important learning experience for students, and sometimes that means learning from mistakes as well as successes.”

Her editor said, “She is a breath of fresh air in a world of stale journalism and instructors … Linda Owens eats, sleeps and breathes for journalism and her students.”

### Trum Simmons
**Harrisburg Area Community College**

He has “that spark, that concern, that indescribable quality that — in an ideal world — all teachers, advisers and professors would possess. He teaches, he advises, he counsels. In short, he is the best at what he does.”

With these words a former editor of The Fourth Estate, the student newspaper at Harrisburg Area Community College, and now a writer for The Washington Post, described her former adviser, Trum Simmons.

HACC’s vice president for student affairs explained why: “Trum uses his role as adviser to teach our students values such as fairness, honesty, responsibility and standing up for what you value … on many occasions our student newspaper’s right to function as a free and independent voice has clashed with the college community’s perception of what a student newspaper should be … To the college community he has reminded us that sometimes that information is not pleasant to hear but needs to be said.”

Simmons has advised The Fourth Estate for 33 years. He has led sessions for CMA at the spring and fall conventions for 25 years — never missing on participating in the New York conference. He has served on a number of committees over the years, has critiqued for CMA for 20 years and has reviewed manuscripts for College Media Review.

He is also a CMA Two-year Distinguished Newspaper adviser and holds the CSPA Gold Key. He was inducted into the Community College Journalism Association Hall of Fame.

His advising philosophy is strong: “to nurture the personal growth and development of every member of the staff. Freedom brings an honest publication, not an artificial one produced under carefully controlled conditions … the staff will make mistakes [but] we must remember that this is a student, not a professional experience.”

A number of former students reflected what they learned from Simmons: “He taught us not only what we needed to know in the classroom and to further our college career, but also what was important to better ourselves in our career paths … He is what a newspaper adviser should be — there for his students and supportive of the decisions they make.”

For all this and more, CMA honors Trum Simmons with its highest honor, induction into the CMA Hall of Fame for 2005.
Just Say No: Advisers push prunes at party

Editor's note: After this turn at “investigative” reporting, it would be advised that Margaret Tate and Amy Kilpatrick keep their day jobs.

By Margaret Tate
Emory University

By Amy Kilpatrick
University of Alabama at Birmingham

Noting an unappreciated plate of prunes at the adviser’s reception on Friday, Oct. 28, at CMA in Kansas City, the authors decided to ply the palates of their peers with the pitted, puckered plums. Still, the prunes did not prove popular. Only about one in five advisers picked one up. The rest politely passed.

The thesis developed as co-author Tate observed that “No one is eating the prunes – do you think they indicate an aging population among CMA advisers?” Rising to the challenge colleague Kilpatrick said, “Let’s find out.” What follows are selected advisers’ comments upon being proffered a prune:

“They’re dried plums,” said Clay Scott, Volunteer State Community College.

“I’ll pass,” said David Wendelken, James Madison University.


“This guy needs a prune,” said Dave Reed, Charleston, Ill., pointing to another CMAer.

“Oh, dried plums,” said Bob Bergland, Missouri Western State College.

“Here, these should go together,” said Steve Chappell, Truman State University, adding a serving of blue cheese.

“No, I’m trying to cut down,” said Joe Gisondi, Eastern Illinois University.

Ralph Braseth, Ole Miss, ate three. “I love prunes,” he said.

“What are you doing?” said Kevin Kleine, Berry College. “I’ll eat prunes on Tuesday.”

“No,” said Laura Widmer, Northwest Missouri State University.

“I don’t think so,” said Bob Bohler, Texas Christian University.

“Do I look like I need one?” said Josh Pachter, Cuyahoga Community College.

“No, thanks,” said Jim Niedbalski, Ohio Wesleyan University.

“No. What is that?” said Mark Witherspoon, Iowa State University.

“Prune juice is the secret ingredient of Coca-Cola,” said Bill Neville, Georgia Southern University. “If people knew, they wouldn’t drink the stuff. On a nice clean palate, you get a whiff of prune. Oh my God, it’s not a secret anymore. Let’s put this stuff in a safe,” he said.

“I gave it up for Lent,” said Bryan Murley, North Greenville College.

“No, I wouldn’t care for one. I had three two days ago from the same tray. They are the pre-convention meeting leftovers,” said Kathy Lawrence, University of Texas at Austin. “I didn’t notice a change in my bodily functions, so either I didn’t eat enough or it doesn’t work,” she said.

“They should have been stuffed,” said Richard Finnell, University of Texas at Austin.

“I loved them as a kid,” said John Onderdonk, San Antonio College. “They are efficacious, in the end.”

It’s the pits...

Adding a wrinkle to prune trivia, in 1999, the California Prune Board officially changed its product’s name to dried plums. And, to solidify the success of the newly named dried plum, the California Prune Board changed its name to the California Dried Plum Board. Not affiliated with this board in any way, this survey was conducted by the plum bored.

Nutritional Value for prunes:

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* from answers.com, a featured advertiser at CMA Kansas City.

Briefly Speaking Continued from page 7

Elections

Ralph Braseth (University of Mississippi) was elected president of the Mississippi Associated Press broadcast advisory board. He is the first educator ever in the state of Mississippi to be elected to this position.

Jim Hayes: The members of Collegiate Broadcasters, Inc. elected Jim Hayes as vice chairman of its board of directors on Oct. 28 at the national convention in Kansas City. Hayes serves as assistant director of student media for broadcast for Vanderbilt Student Communications, Inc. at Vanderbilt University in Nashville, Tenn.

Personal

Jeffrey Alan Breaux and Jennifer Jean Mayer (pictured at right) exchanged marriage vows Sept. 3 during an open church ceremony at St. Henry’s Catholic Church in Marietta, Ohio. Breaux serves as the assistant director of student media with Vanderbilt Student Communications, Inc. at Vanderbilt University in Nashville, Tenn.
CMA 2005-2007 Committee Chairs

Program Committees

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Joe Hedges (Murray State)
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‘Reinventing’ Student Media Summit Feb. 3-5

The media industry is changing rapidly. As content delivery systems change, everything about the industry from advertising and marketing to content itself is evolving as well.

Will your student media operations survive the newly competitive world? To help address this question, a group of interested media advisers, facilitated by Ralph Braseth of University of Mississippi, and Chris Carroll of Vanderbilt, has conceived of a “summit” to focus the issue of how student media can not only survive but become leaders in this evolving landscape of change.

This summit will address specific issues of change, will draft a blueprint for future action, and set the stage for further discussions on this topic at the Spring Convention in New York City.

REINVENTING STUDENT MEDIA – A SUMMIT ON OUR FUTURE: University of Mississippi, S. Gale Denley Student Media Center Friday, Feb. 3 to Sunday, February 5, 2006 for more information contact: Ralph Braseth, Director of Student Media, 662.915.5503, jnrbb@olemiss.edu

The 411...

Feb. 24-27, 2006
Associated Collegiate Press
Best of the Midwest Newspaper Convention
Minneapolis, Minn.

March 2-5, 2006
Associated Collegiate Press
National College Newspaper Convention
Los Angeles, Calif.

March 16-18, 2006
College Media Advisers
Spring Convention
New York, N.Y.

April 20-23, 2006
Journalism Education Association
San Francisco, Calif.

Aug. 2-5, 2006
The Association for Education in Journalism and Mass Communication
2006 AEJMC Convention
San Francisco, Calif.

Aug. 24-27, 2006
Society of Professional Journalists
Convention & national journalism conference
Chicago, Ill.