A Digital Buffet Awaits: Savor the Online Cuisine in New York City

By Kenneth Rosenauer
Publicity Coordinator
Spring National College Media Convention
rosenauer@missouriwestern.edu

Online is gonna be one of the hot dishes come March in New York when CMA members from across the country gather for the Spring National College Media Convention.

Not to your taste? Maybe not—at least not yet.

Give it time, though. Before too long, online is gonna be a huge part of everybody’s menu. You don’t have to trust me on this one. Nope. Come to the convention and listen to the pros and to your CMA colleagues in the know.

Two of those pros are convention keynoters. Online big guns.

Speaking at the opening general session Thursday will be Mark Whitaker, vice president and editor-in-chief of New Ventures, the digital division of The Washington Post Co., WashingtonPost.Newsweek Interactive.

A Newsweek editor since 1998 and a member of the newsweekly’s staff for 25 years, Whitaker took the new position in September.

His main responsibilities, according to a company release, are “developing and supervising new Internet sites and other wireless and multimedia ventures, drawing on editorial assets from across the Washington Post Company, as well as exploring partnerships and acquisitions.”

Significantly, during his time with Newsweek, the magazine received more editorial awards than at any other time in its history. Moreover, under his leadership, Newsweek.com attracted more traffic than any other news-magazine site.

The Friday keynoter is Vivian Schiller, senior vice president and general manager of NYTimes.com since May. She heads up day-to-day operations of the largest newspaper Web site in the world.

Previously she was senior vice president, television and video, for The New York Times and also executive vice president and general manager for the Discovery Times Channel, a joint venture with Discovery Communications.

She grew distribution there from 14 million households to 39 million.

Online big guns don’t get much bigger than that.

Make you want to fill your plate with online goodies? Well, belly up to the all-day Friday workshop: “New Media, The Future is Now.”

This workshop — with the meat-and-potatoes, nitty-gritty sessions that CMA is known for — will cover various aspects of online. Here’s a teaser list of session titles for you:

• The ABCs of Web 2.0.
• Managing change: Also known as “adapt or die.”
• Just do it: How to get online now.
• Multimedia: It’s where the eyes are.
• Add podcasting to your journalism toolbox.

Continued on Page 2
Hungry for a little dessert? The following are additional online convention sessions:

- Strategies for growing online advertising revenue.
- Learn to sell online advertising.
- Online corrections: The how and why of a digital mea culpa.

Of course, CMA offers one of the biggest media buffets around, and we’re serving a lot more than just online. Too many dishes to list here. But, watch your mail slot. You’ll be getting the big spring convention brochure any day.

If you can’t wait for snail mail — and who can these days? — go online (of course) to the CMA Web site and download a .pdf of that brochure at collegemedia.org.

Life isn’t only good eating, and neither is a top convention. You’ll be able to sign up for New York tours, dozens of ’em. Wanna ride along with a New York cop on patrol? Go to the CMA Web site and check it out.

We’ve got on-site critiques, so bring your newspapers, yearbooks and magazines. At 10 bucks a pop, that’s peanuts for professional advice.

And don’t forget the Apple Awards. Goodness, no. Register the best of your radio, TV and print products on-site in one of 12 categories. Again, only 10 bucks each entry. Cheap.

When you’re hungry, you gotta be fed, and the Spring National College Media Convention at the Roosevelt Hotel in New York City is serving it all.

Guaranteed: None of you will leave hungry.
Sometimes the best things in life are the ones least expected. When I’m not the broadcast adviser at KV RX-FM 91.7, the student-run radio station at the University of Texas in Austin, I am an artist.

Behind the desk, I am a mentor, trainer, and, most times, just an open ear to bounce ideas off of. After hours, I am a sketcher, welder, creator and designer doing some bouncing of my own.

Recently, I was awarded full funding to build the Hamster WheelMobile art car, which premiered at the New Year’s Eve parade this year, as a part of the First Night Austin family-friendly arts festival in downtown Austin, Texas.

With more than 130,000 attendees, First Night was my biggest project to date.

The Hamster WheelMobile is a giant human-powered hamster art car with four human-sized hamster wheels for legs, propelled by men and women in corporate business suits and ties, chasing after a guy dressed like a giant wedge of cheese.

It playfully poses the question, “What cheese are you chasing after in life?”

Closer and closer to parade time, I subtly made mention to my students about this crazy hamster project. I taped technical drawings to my office door. I sent an email or two to the DJ list.

The project piqued the students’ interest. I think they were surprised to hear that their adviser was this “cool”—seeing what my life is like outside the office and away from the station.

The parade was a huge success. Our hamster project attracted smiles from kids and parents alike. A few of my students said they even saw it on TV.

As the crowds emerged onto our hamster parked next to City Hall, all of a sudden an impromptu dance party manifested.

It was a sight to be seen and a night I’ll never forget.

And hey, in the end, maybe I gained a little street cred with my students. All it took was a 21-foot-long hamster.

For more pictures of First Night Austin, go to http://www.firstnightaustin.org.
Say Hello to New York City
(but plan a tearful goodbye to the Roosevelt Hotel)

By Lance Speere
CMA President
lspeere@siue.edu

The Roosevelt Hotel in New York City will play host to the Spring National College Media Convention for the last time this year.

The grand hotel on 45th and Madison has been a gracious host for these past few years, and we thank the management and staff for accommodating our nearly every need as we took on the sole responsibility of managing the spring convention.

Next year will see CMA return to the Marriott Marquis in Times Square. We have signed a three-year contract with the Marriott, and we are excited about the new possibilities that exist with the property.

The decision to move was not an easy one. Since moving to the Roosevelt in 2002, we have enjoyed the run of the hotel, prime access to the St. Patrick’s Day Parade and convenient access to Grand Central Station.

We’ve also been the recipients of affordable room rates—for New York City, that is—for the entire time we have been at the Roosevelt. And during our stay at the Roosevelt, we have seen attendance grow every year.

The convention has been so successful that we have, unfortunately, outgrown the location. Meeting rooms are often overflowing with participants to the point that they have had to sit on the floor in the hallways.

The ballroom was at capacity last year for Bill Keller, the managing editor of The New York Times. And our exhibitors have maxed out the available space for their booths.

The CMA Board found it necessary to begin investigating our options and put out bid requests to several New York hotels. After weighing all of the variables and balancing what is best for the attendees with what is fiscally responsible for CMA, the board voted to return to the Marriott Marquis.

The Marriott has undergone considerable renovation since we were last there. The meeting and exhibit space has been upgraded and can more than accommodate our growth.

The sleeping rooms are more uniform, modern and larger than those at the Roosevelt. The elevators have been completely replaced with state-of-the-art technology and sensors.

Times Square itself continues to add restaurants and stores that will be attractive to our budget-conscious attendees. More importantly to those attending the convention is the knowledge that the room rates will increase only slightly. Even though we were negotiating with the Marriott in spring 2006, we were able to get them to agree to guaranteed rates in 2008 of $235 for singles and $265 for doubles and triples.

Those are relatively minor increases compared to the rates at the Roosevelt and were the best offered by any other hotel.

The major difference with the convention once it moves to the Marriott will be the convention dates. In order to secure the best available dates and rates, the 2008 convention will begin Saturday, March 15, with earlybird workshops, and will conclude Tuesday afternoon, March 18.

The subsequent conferences will also begin on a Saturday and conclude on Tuesday.

Continued on Page 6
**College Media:** What’s the latest on the CMA Spring National College Media Convention in New York City?

**Lance Speere:** This year’s convention is shaping up to be one of the best ever in New York with more features than ever before. Topping the list is the new media focus of the convention. About one in five sessions will have a new media emphasis, plus the ballroom will be turned into a new media mecca of demonstrations and discussion all day Friday.

Visual diaries are back for a second year giving a select group of student photographers a chance to photograph New York for a special closing ceremony slideshow. Special design and advertising workshops are scheduled for Thursday.

Bill Elsen, a former editor at the Washington Post, will be back to offer his Editor-in-Residence clinic. Numerous media tours will be offered to students on a first-come, first-served basis once they arrive at the conference.

NYPD ride-alongs are also being offered. Critique sessions for all media will again be available. The Apple Awards are back for students to enter their publications in for the chance to win “best of the convention” competitions.

More exhibitors and vendors will be on hand than ever before. And don’t forget the St. Patrick’s Day parade on Saturday, just a block away from the hotel.

**CM:** What will make this convention special?

**LS:** CMA is placing a much-needed emphasis on new media at this year’s New York convention. A specific track of new media sessions will be featured all day Friday in the ballroom, programmed by longtime CMA members Bryan Murley, Ralph Braseth and Chris Carroll as part of their new Center for Innovation in College Media initiative.

There is no extra cost to convention attendees. You can come and go as you please from each hourly session. If you’ve been trying to figure out how to get your student media organization to adapt to the rapidly changing face of media, attend any or all of these sessions.

We’ve also asked all programming committees to program about 20 percent of their sessions geared toward addressing new media topics. And both convention keynotes will be delivered by new media specialists: Vivian Schiller of NYTimes.com and Mark Whitaker of WashingtonPost.Newsweek Interactive.

**“It will be interesting to see what becomes part of the CMA lore this year in New York.”**

We think this will make the convention a buzzworthy event that students should talking about for months afterward as they attempt to apply many of these ideas to their own media organizations.

**CM:** There seemed to be more broadcast sessions offered at the St. Louis convention. Is this true? How many sessions will be offered in New York?

**LS:** The broadcast sessions are programmed by our friends at College Broadcasters Inc., and while they had essentially the same number of sessions in St. Louis as they did in Kansas City, we tried to place their sessions in some of the more prominent rooms.

The attendance at these sessions have been high, and we are doing our best to get them into rooms that will best benefit the attendees. Unfortunately, this isn’t always the case. About 20 sessions in New York will be dedicated specifically to broadcast programming.

Perhaps what some attendees are beginning to notice is that the broadcast sessions have been some of the first to tap into using new media technologies as distribution vehicles for content.

**CM:** We had world-class, World-Series parties at the last convention. Any World Series celebrations planned for New York?

**LS:** St. Louis Cardinals fans still wanting to celebrate can gather Saturday night at 9 p.m. in the hotel bar. Just kidding. But it seems like odd things follow us around at CMA conventions.

Conducting a convention at the same time the World Series is being played mere blocks away—we had a nice view of the infield from the Presidential Suite!—was surreal.

I recall making the comment to [CMA Executive Director] Ron Spielberger in January 2006 when we were doing a pre-convention planning visit at the Adams Mark that, “Wouldn’t it be something if the Cardinals made it to the World Series? The games would play at about the time of the convention.”

Of course by the time the fall semester began, the Cardinals weren’t playing like much of a contender. We’ve had hurricanes, hanging chads and Baghdad bombings disrupt past conventions. Now the World Series.

It will be interesting to see what becomes part of the CMA lore this year in New York.

**CM:** Of course, this will be the first or second convention for many advisers. How can advisers get more involved with CMA?

**LS:** We encourage advisers to get involved in many ways. The advisers are the foundation of a successful convention. As an all-volunteer organization, we look to advisers to provide much of the programming and other services offered to convention attendees.

While programming is already in place for this year’s New York convention, opportunities exist to critique newspapers, yearbooks and magazines on site for students.

Continued on Page 6
The 2009 conference will begin March 14 and the 2010 conference will begin March 13. Should we extend the contract through 2011, the conference will begin on March 12.

This Saturday-Tuesday pattern is quite different from our traditional Wednesday-Saturday pattern.

After conducting a survey of our membership, the board ultimately decided that the inconvenience to the small percentage of members who expressed reservations with the new dates was not a conference killer.

We sincerely regret that some members may have to forgo attending the New York convention after this year, but we believe the conference experience at the Marriott will be enjoyed and remembered long after by those who can attend.

The board would like to thank everyone, especially our spring convention coordinators Laura Widmer and Ken Rosenauer, for their patience and their input during this past year as we carefully deliberated this decision.

We hope to see you this final year at the Roosevelt Hotel and again in 2008 when we take up residence at the New York Marriott Marquis for the beginning of our new adventure.

By Jessica Clary
Savannah College of Art and Design
jlclcad.edu

People think that because I'm a “designer” I should be “wacky.”

People think that because I work at an art-and-design college, I should have blue hair and a lip ring. I feel it’s time to dispel these rumors once and for all.

However, the rumor that I’m funny needs to be spread.

Being funny is something I’ve been working on for a long time. My first word was “bird,” which, I admit, wasn’t very funny.

But that was a long time ago, and I’ve learned several more funny words since then.

Scientifically—at least according to a Neil Simon play—words with the letter K in them are funny. Take, for example: “hockey puck,” “pickle,” “chicken,” “Don Rickles” and “kumquat.”

These are all hilarious.

If you disagree, you’re missing out on laughing a lot.

Some words without the letter K are funny too, I guess.

Spatula. Underpants.

I guess the letter P is funny too.

I’ve also read somewhere—a bathroom wall or Wikipedia, probably—that jokes about ducks are funnier than any other jokes. “Duck” has a K in it, too, so it’s probably funny on its own.

“Pet duck” has a P and a K. I bet that, in a double-blind giggle test, “pet duck” would do pretty well.

My pet duck and I are eating pickles.

I should remember that one.

I like to think that being funny is part of what makes me a good adviser. I haven’t been advising very long (almost two years), and I’m not very old (more than two years), so I don’t have a lot of life experience to bring to the table.

I have considerable knowledge about stuff, but it’s hard to be interesting when you’re going on for an hour about commas.

Still, I can bring the funny.

I’m sure I’ll pick up the rest as I go along.

Hello ...

Continued from Page 4

The 2009 conference will begin March 14 and the 2010 conference will begin March 13. Should we extend the contract through 2011, the conference will begin on March 12.

This Saturday-Tuesday pattern is quite different from our traditional Wednesday-Saturday pattern.

After conducting a survey of our membership, the board ultimately decided that the inconvenience to the small percentage of members who expressed reservations with the new dates was not a conference killer.

We sincerely regret that some members may have to

Q&A ...

Continued from Page 5

Sessions geared toward advisers will also be featured at the convention, so if you want to pick up some tips, look for those in the program. Special adviser-only receptions are offered each night so you can mingle and meet other advisers.

And if you are interested in helping us program sessions for the October convention in Washington, D.C., stop by the 8 a.m. committee meetings Saturday morning and get involved.

We provide the coffee and rolls!

CM: Speaking of: What can you say about the next big conference?

LS: The next BIG conference is in late October in Washington, D.C., at the Washington Hilton. The fall conference is nearly twice as big as the spring conference in New York, with twice as many workshops.

There are several smaller workshop opportunities between now and then, beginning with the new media Future of Journalism Workshop sponsored by CICM and CMA at Nashville in late March; the First Amendment Institute Workshop the first week in June, also in Nashville; the New Advisers Workshop the last week in June in Louisville; and the Advising Today’s College Media Workshop, with a focus on diversity training in the newsroom, the first week in August in Baltimore.
Web Scavenger Hunt

Send your students to the Internet and have them spend an hour learning how much they can find—and how quickly—in this scavenger hunt provided by Valerie J. Andrews of Georgia College & State University in Milledgeville, Ga. (valerie.andrews@gcsu.edu).

### SCAVENGER HUNT

Answer the following questions for bonus points. This sheet is due no later than October 1. Each complete and correct answer is worth 1 point. You must have a source of information to receive full credit.

<table>
<thead>
<tr>
<th>Name</th>
<th>Total Bonus Points</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. Name the TV show with the most Emmy Awards.

   Source

2. Name the two actors who have played Indiana Jones in movies.

   Source

3. Name the three original TV networks still on TV.

   Source

4. Name the four members of the Beatles.

   Source

5. Name the top five titles on the *New York Times* hardback fiction best seller list as of today.

   Source

6. Name the six flags over Six Flags.

   Source

7. Name the seven men who have played James Bond in movies (including the latest one).

   Source

8. Name the eight original nations in the G8.

   Source

9. Name the nine original TY Beanie Babies.

   Source

10. Name the top 10 grossing movies of all time (as of today).

    Source

Send your students to the Internet and have them spend an hour learning how much they can find—and how quickly—in this scavenger hunt provided by Valerie J. Andrews of Georgia College & State University in Milledgeville, Ga. (valerie.andrews@gcsu.edu).
Nominations for CMA president and vice-president are being taken. The form and criteria for the nominee is available at www.collegemedia.org. Nominations by regular mail should be postmarked by Feb. 23. Members can also email nominations, with the name of the person begin nominated and the position they are being nominated for, to Virginia Crouch at jcrouch@mtsu.edu.

**CMA Nominations Being Accepted**

March 8-11
Associated Collegiate Press National College Newspaper Convention Portland, Ore.
http://studentpress.org/acp/

March 15-17
College Media Advisers Spring Convention New York, N.Y.
http://www.collegemedia.org

March 28-31
College Newspaper Business and Advertising Managers Annual Convention Portland, Ore.
http://www.cnbam.org

The 411 ...

**President**
Lance Speere
Aleste Program Director
Southern Illinois University
Edwardsville
Campus Box 1159
Morris University Center 2022
Edwardsville, IL 62025
(618) 650-3528
lspeere@siue.edu

**Vice President**
Kelly Wolff
GM, Educational Media Co.
Virginia Tech
362 Squires Student Center
Blacksburg, VA 24061-0456
(540) 231-4054
kawolf@vt.edu

**Vice President, Member-Services**
Laura York
Garden City Community College
801 Campus Drive
Garden City, KS 67846-6333
(316) 276-9500
laura.york@gcccks.edu

**Treasurer**
Bill Neville
Coordinator of Student Media
Georgia Southern University
POB 8067
Room 2022 Williams Center
Statesboro, GA 30460
(912) 681-0069
bneville@georgiasouthern.edu

**Secretary**
I. David Levy
Faculty Adviser
Wright College
4300 N. Narragansett Ave.
Chicago, IL 60634-1500
(773) 481-8578
IDLDVL@aol.com

**Immediate Past President**
Kathy Lawrence
Director of Student Publications
University of Texas-Austin
PO Box D
Austin, TX 78713
(512) 471-5084
kathyl@mail.utexas.edu

**Executive Director**
Ron Spielberger
Department of Journalism
University of Memphis
Memphis, TN 38152
(901) 678-2403
rsplbrgr@memphis.edu

**President**
Lance Speere
Aleste Program Director
Southern Illinois University
Edwardsville
Campus Box 1159
Morris University Center 2022
Edwardsville, IL 62025
(618) 650-3528
lspeere@siue.edu

**Vice President**
Kelly Wolff
GM, Educational Media Co.
Virginia Tech
362 Squires Student Center
Blacksburg, VA 24061-0456
(540) 231-4054
kawolf@vt.edu

**Vice President, Member-Services**
Laura York
Garden City Community College
801 Campus Drive
Garden City, KS 67846-6333
(316) 276-9500
laura.york@gcccks.edu

**Treasurer**
Bill Neville
Coordinator of Student Media
Georgia Southern University
POB 8067
Room 2022 Williams Center
Statesboro, GA 30460
(912) 681-0069
bneville@georgiasouthern.edu

**Secretary**
I. David Levy
Faculty Adviser
Wright College
4300 N. Narragansett Ave.
Chicago, IL 60634-1500
(773) 481-8578
IDLDVL@aol.com

**Immediate Past President**
Kathy Lawrence
Director of Student Publications
University of Texas-Austin
PO Box D
Austin, TX 78713
(512) 471-5084
kathyl@mail.utexas.edu

**Executive Director**
Ron Spielberger
Department of Journalism
University of Memphis
Memphis, TN 38152
(901) 678-2403
rsplbrgr@memphis.edu

**President**
Lance Speere
Aleste Program Director
Southern Illinois University
Edwardsville
Campus Box 1159
Morris University Center 2022
Edwardsville, IL 62025
(618) 650-3528
lspeere@siue.edu

**Vice President**
Kelly Wolff
GM, Educational Media Co.
Virginia Tech
362 Squires Student Center
Blacksburg, VA 24061-0456
(540) 231-4054
kawolf@vt.edu

**Vice President, Member-Services**
Laura York
Garden City Community College
801 Campus Drive
Garden City, KS 67846-6333
(316) 276-9500
laura.york@gcccks.edu

**Treasurer**
Bill Neville
Coordinator of Student Media
Georgia Southern University
POB 8067
Room 2022 Williams Center
Statesboro, GA 30460
(912) 681-0069
bneville@georgiasouthern.edu

**Secretary**
I. David Levy
Faculty Adviser
Wright College
4300 N. Narragansett Ave.
Chicago, IL 60634-1500
(773) 481-8578
IDLDVL@aol.com

**Immediate Past President**
Kathy Lawrence
Director of Student Publications
University of Texas-Austin
PO Box D
Austin, TX 78713
(512) 471-5084
kathyl@mail.utexas.edu

**Executive Director**
Ron Spielberger
Department of Journalism
University of Memphis
Memphis, TN 38152
(901) 678-2403
rsplbrgr@memphis.edu