Dave Adams, legendary adviser, dies at 59

By Ron Johnson
Kansas State University
rjohnso@ksu.edu

It’s been several weeks now since Dave Adams’ death.
Some of us CMA folks eulogized him on our e-mail list or at the Indiana Daily Student site.
Some were able to gather at Dave’s visitation at the funeral home in Bloomington, Ind. Others attended the funeral, our eyes welling with tears at the tune “Over the Rainbow.”

It’s given us only a bit of closure, with some laughs interspersed with our tears.
Dave would have wanted it that way.
For those of you CMA members who didn’t meet Dave, you may feel as if you know him now. You’ll feel his influence on CMA for years to come.
He led us as a president, as an officer and as a committee chairman. He spoke at dozens of our convention and workshop sessions. He trained many advisers — whether at a CMA new-adviser workshop or in an all-too-brief conversation at a convention. Even more importantly, he helped hundreds of our students on topics such as press freedom, legal issues, yearbook management and editorial leadership.
His devotion to this organization was boundless, his energy unrelenting.
Of course, that energy could get the best of you on occasion. At any time near him, you could be in another Dave Adams Moment — laughing at his endless adventures, or rolling your eyes at a juicy innuendo, a bit of gossip or a play on words.

Editor’s Note:
Longtime adviser Dave Adams of Indiana University died June 2 of an accidental drowning in his back-yard pond. He was 59.
Given the impact that Adams has had on College Media Advisers and its many members, College Media is devoting several pages to mark his passing.

You could love him, or you could simply need a break from his intensity.
“That was so Dave,” as we used to say. It was just part of Dave’s love for life.
But the most important part of him was his compassion. He had an intense commitment to his causes, chief among them the First Amendment rights of collegiate and scholastic journalists, and the advisers who worked with them.
This fall, when we convene in Washington, D.C., we’ll have another convention chock full of sessions and keynotes and critiques and exhibits and receptions.
If you’re like me, you’ll still look for Dave Adams. Only this time, we’ll see him in each other.

Dave Adams on the Indiana University campus soon after his move to Bloomington. Indiana Daily Student file photo.
Newsletter moves (mostly) online

By Chris Evans
College Media Editor
The University of Vermont
Christopher.Evans@uvm.edu

These editor gigs, they come and they go.

Like so many of you—I’m guessing—I edited my high school newspaper. In The News Hawk of Hutchinson, Kan., I made fun of this and poked fun at that. I blasted the scourge of cheerleaders (at least partly because they wouldn’t date me). In 1985, I outed the creepily invasive “1984”-ish security cameras that The Man had posted, under the cover of darkness, in the student quad.

When someone vandalized the cameras a week after my edit ran, who did The Man blame? That’s right: the editor.

More than two decades later, while serving as a Peace Corps volunteer in China, I edited the Tang-Cu Times, a little newsletter for the China volunteers over which I had complete editorial control—while the country director (The Man in Another Suit) stood behind me saying: “You know, that might offend the Chinese people. But it’s your call. You decide. No pressure here. Just understand what you might be doing.”

And when I stood up for Freedom of Speech rights for our Peace Corps volunteers and then some Chinese government official grew peevish at the publication of Whatever, who did The Man blame? That’s right: the editor.

And so here I am now, yet another decade on, living as an editor and simultaneously as The Man.

Now I’m the one sitting down the hall from the newsroom and occasionally saying to one of my student editors: “You know, that looks libelous to me, but it’s your call. You decide. No pressure here. Just understand what you might be doing.”

When did we renegades turn into The Man (or Woman) (or Transgender)? Who do I blame? That’s right: my editors: all those great folks who, in my reporting days, taught me to look at all sides of an issue; to understand the shades of gray; to find the nuances that at first I might not see.

To know how properly to use a colon. As advisers, we’re doing much the same thing. And this life not only keeps us in the game, it keeps us young.

There might be grizzled old journalists, but I’ve never met a group of people as young-minded as advisers. On the cusp of 40, I still get carded, blessed-be.

And when I’m 59, I hope I still look and feel as excited about life as Dave Adams, who I’ve come to know since his death as I edited the fine remembrances so many of you have written for this issue of the newsletter.

And what an appropriate way for the newsletter, in its current form, to go out.

For some time, the CMA leadership has been contemplating cutting back on the print version of the newsletter. This summer, the CMA board decided to do just that.

CMA VP Kelly Wolff tells me that the board has struck a compromise that will move the newsletter from a bimonthly print and PDF newsletter to something much more complex. From Wolff, here’s the skinny:

Continued on Page 14
Adams remembered

It’s an impossible task to describe Dave Adams’ influence, but some of his CMA friends and colleagues have generously shared their perspectives.

Bill Neville
CMA treasurer
Georgia Southern University, retired

I consider myself fortunate to have known Dave Adams from many years at media conferences, and even co-presented a session or two with him.

I admired his knowledge, his ability to relate well with students, his enthusiasm, and his absolute passion for student media.

His passing marks a sad day for college media.

Lesley Marcello
CMA past president
Nicholls State University (La.), retired

I realized that our adviser paths crossed for the first time back in the early 1970s. I don’t remember our exact meeting date, but know that we have served together, laughed together and debated passionately for more than 35 years.

So many of my CMA memories have Dave in them that it’s impossible to separate him from the organization.

Laura Widmer
CMA past president
Northwest Missouri State University

I lost one of my best friends with Dave’s unexpected passing. Dave was a Kansas native, and he truly loved everything Kansas, from sunflowers to “The Wizard of Oz.” If you knew Dave, you probably heard the stories about his Oz collection and the Oz room in his house.

The day I heard about Dave’s death, I was reeling in disbelief all day. Finally, I sat down to unwind and just flipped through the channels, and I couldn’t believe my eyes. Turner Classic Movie channel was showing “The Wizard of Oz.” From that moment, I was assured that Dave was at peace, and he’d found his way over the rainbow.

He was the one who really got me involved with CMA. And I got him involved with Yearbook Workshop and Idea Forum. He was a good friend who always supported me, and I never hesitated to seek his sage advice. He treasured his friends, his profession, his students and the First Amendment.

I will miss his laugh, his stories and his support. He will continue to be a mentor to me because if I just follow the example and legacy he left behind, then everything will be just fine.

Since Dave returned to Indiana from his brief stint in Hawaii, he truly felt a peace and calm in his life. May we all continue to learn from our dear friend. May we all continue to teach and advise our students and not be afraid to befriend them.

And may we support the First Amendment, financially through the Student Press Law Center, and in our newsrooms, just like Dave.

Kathy Lawrence
CMA past president
University of Texas at Austin

Dave Adams taught the very first CMA session I ever attended—a session for new advisers in Louisville at my very first conference. His advice was tremendous.

I met great people at the conference, and Dave remained one of my very best all-time CMA friends and colleagues.
Gloria Freeland  
*Kansas State University*

It’s hard for me to believe that Dave Adams is gone.  
I always described him as one of those people who created a whirlwind wherever he went. That’s not meant in a bad way — it’s just that whenever he entered a room, you immediately knew it. There was no ignoring his contagious laugh, his hilarious sense of humor and his need to be on the move all the time.  
Dave hired me in 1983. Twenty-five years later, I’m still at K-State, still teaching journalism classes.  
Thanks, Dave, for your confidence in me and for your ability to make people smile. You won’t be forgotten.

---

Mark Raduziner  
*Johnson County Community College (Kan.)*

I saw Dave transform from a conflicted man who struggled with his identity, to a self-actualized and very spiritual man who grew into himself.  
When that happened, he could conquer anything.  
Dave was the “go to” man for me as a journalism teacher, whenever I had issues about the First Amendment or media law, two areas Dave excelled in ... and made me love as well. He did that for a lot of people: advisers and students alike.

---

Flip DeLuca  
*James Madison University (Va.), retired*

Dave and Mark Goodman’s birthdays often fell during the fall CMA/ACP conference, Dave’s on Oct. 30 and Mark’s on Oct. 31. So they almost always got to celebrate with out-of-town friends.  
Also, Dave was always willing to help out at conferences by teaching sessions. For the ones I helped set up — summer in DC and winter in the West—he would always take on...
three or four sessions because he loved teaching. I know he would do the same at the big fall convention and in New York in March.

But besides the college conventions, he would also usually attend the high-school conventions and teach there as well. The age of the students didn’t matter. He was just happy to share his knowledge and make better journalists out of them.

The last time I saw Dave was at the fall convention in 2005 — the one that got switched to Kansas City, Mo., because of Hurricane Katrina. I spotted him in the Hyatt lobby and went to say hi.

But it was like “take a number” because there was a line of folks waiting patiently to see him. When a new person would walk up, he would nod in acknowledgement but continue the conversation with the person he was facing.

Finally, after about 20 minutes, it was my turn. No matter how long a day he had had, or how early he had to get up the next morning, Dave was always glad to see you.

He always had a huge smile and a funny laugh. But there was also always a glint in his eye that made everyone wonder what he knew that they didn’t.

Linda Puntney
Kansas State University

Dave was/is the consummate teacher.

Sure, he taught his classes, presented at national conventions and workshops, was a presence in academia, but more importantly he taught all of us how to learn from every challenge that faced us and those around us. He taught me and so many others how to write a comprehensive printing bid and get the biggest bang for the student-media buck. He taught us how to be competitive but to rejoice in the accomplishments of others. He expected excellence from himself and his students. He was a fine teacher in part because he never met a student he didn’t love.

We were all Dave’s students, and as we pass on the lessons he taught us, he’ll continue teaching for generations to come.

His passion for the First Amendment was as absolute as the First Amendment itself. He cherished its freedoms, but more importantly he recognized and respected the responsibility that went along with those freedoms.

He was a visionary, a risk taker, an out-of-the-box thinker. Most importantly he made things better: his students, the publications he advised, his friends, his loved ones, anyone whose life he touched.

I’m blessed to be one of those. Thanks, Dave.

Trum Simmons
Harrisburg Area Community College (Pa.)

I want to mention how Dave being gay was an important part of who he was, including within CMA. Dave did the first gay and lesbian diversity sessions at conventions, and I took over that mantle when he felt he had done his share.

Student Press Law Center Director Mark Goodman took this photo of Adams last fall while they both were speaking at a U.S. Department of Defense Schools journalism conference in Japan.

The photo, Goodman said, “makes me laugh. Because of his unfiltered honesty, his unlimited enthusiasm, his love of good journalism and the students who produce it, his passionate commitment to press freedom and his incredible kindness, Dave was truly special. I made him pose for this picture to prove it.

“It wasn’t just a “look who’s riding the short bus” joke, Dave!

“All of us at the Student Press Law Center are mourning our dear friend.”

Merv Hendricks
Indiana State University

Even in death, our great friend and colleague Dave Adams teaches us.

It is from Daily Student alumni, including my daughter Emily (class of 2004), that I have a lasting memory of Dave that illustrates the deep and abiding affection his students have for him.

The scene was an Irish restaurant in Midtown Manhattan one night during the 2007 CMA convention. Because several IU alums are working in New York City, Dave decided to be
host for an IU Journalism dinner, really just to say thanks and wish them well. He invited me to come along because of my IU alumnus status (ahem, Daily Student editor, spring 1972) — and to raise the average age.

After dinner, he said a few words, and the event was about to break up. Then my daughter and another student rose, spontaneously, to offer him a toast and a round of applause.

Dave, modest when praised, obviously still took great pleasure in that accolade for it came from those who mattered the most to him, his students. His handshake was especially firm as we parted that night, his eyes a little misty.

As others on this list have said, Dave was consumed by his dedication to developing student journalists, to the cause of quality journalism and to the First Amendment.

He is a model to those of us who profess to advise, teach and care about students, no matter how much we may pale in comparison to him.

Valerie D. White  
Florida A&M University  
Chair, Black College Communication Association

I met Dave first at the Poynter Institute for Media Studies in the early 1990s. He was too funny. He kept us laughing. The group bonded very well.

Since then I would see him at CMA conventions. When The Famuan was named a Pacemaker Award finalist, I asked Dave how many Pacemakers he had. He had begun to tally his yearbook, newspaper and I don’t know what else, maybe magazine. My head was spinning with the figure from the newspaper. That was The Famuan’s first nomination. Impressive.

He also championed the gay cause. I was co-chair of the diversity workshops for CMA. He explained that there needed to be some gay focus. I couldn’t see his point at first but supported his passion. He said there was no other place to fit them. He repeatedly explained and lobbied and explained and lobbied. I finally got the point.

He is sorely missed.

Lance Speere  
CMA president  
Southern Illinois University, Edwardsville

I’ve always felt a kinship to Dave because our geographic paths have been so similar.

I grew up 30 miles from Hays, Kan., and my brother and Dad both attended Fort Hays State for a time. And Dave and Ron Johnson, of course, advised there.

Then Dave went to K-State, and then Ron went to K-State, and then I end up at K-State working for Ron.

Then I find myself advising at a reputable college daily competing with K-State and Indiana on a regular basis. It was a fun set of circumstances, which led to some invaluable mentoring from both of them.

And because of that tie, Dave would often refer to me as one of his “kids” or “children” when I would see him at conferences. He was always so happy to see me, stopping whatever he was doing to come over and greet me.

He of course always looked like he had just come from doing battle with some foe of student media.

He would be tired but cheerful, never discouraged and always ready to keep moving forward.

Continued on Page 14
“Somewhere, over the rainbow, way up h—” vrrrrrrrp!

Excuse me; I was just sitting at my desk remembering our friend Dave Adams. It was only weeks ago that I represented the CMA Board at his funeral; it was comforting to see other CMAers attend. Having arrived in Bloomington, Ind. a few hours early I stopped into the Indiana Daily Student (IDS) newsroom and was touched by the combined scent of professionalism and warmth among his student staff. Snnfff snnfff? Smelled like inspiration to me.

They gave me tour and brought me into his office, proudly showing off his gavel from his CMA presidency; the office walls clad with photos of his students, ACP and CMA Pacemaker and Apple awards, and plaques from the Indiana College Press Association—so much of what I unyieldingly aspire for my own students to accomplish at our two-year college in Chicago.

It’s not always easy trying to make sense of things, but somehow Dave’s passing grew a bit clearer while I attended the CMA Board retreat and New Advisers Workshop in Louisville in late June. After having spent all day with Laura York and Mark Goodman from the SPLC training 19 new advisers, nine of us spent the night bowling at the Lucky Strike on Fourth Street, a blocked-off thoroughfare of nightlife smack in the middle of downtown.

As Laura and I sat at a table sipping our martinis, we toasted to Dave Adams and then to CMA. We then looked out to the seven new advisers in front of us who were intermingling, sharing ideas and advising struggles, getting toasty and tossing their luck down toward the pins. Then we turned to each other again and agreed just how much promise and talent lies within each of them. “They’re a really good group,” Laura said.

That’s when it came to me—it’s all about making room. We lost Louis Inglehart in January and Goodman is leaving SPLC to teach at Kent State. Whether it’s new advisers, new students, a new CMA board inducted this fall, or new media—heck, after 12 years of publishing, my students just changed their paper to a new name—it’s all part of this cycle of change as a new academic year approaches.

So as I sit here next to the Monday, June 4, edition of the IDS with a front-page photo of Dave staring me in the face, I’m asking myself, “What can I make of this new cycle? What, as advisers, shall we make of our time?”

Sometimes a new academic year can feel very much the same: the same computer problems, same student personality conflicts, the same advice, the same budget cuts, the same printed typos, but it never is really.

As advisers we must remember that each new student who enters upon the threshold of the newsroom doors presents us with a unique set of colors, a fresh vision of the road that lies ahead and a green field of wonderment.

Thus, for some newsrooms, what might appear as even the most homogeneous staff offers a wealth of diversity. As advisers we just need to make sure we see it, embrace it, nurture the “dreams they dare to dream” and often enough help their “troubles melt like lemondrops.”

If you haven’t read the June 4 edition of the IDS, senior journalism student Brian Janosch wrote a letter to God recommending Dave “for a position in heaven.” The so-called letter of recommendation concludes requesting that Dave’s path to heaven be paved in yellow bricks.

Well, I feel that years of gained wisdom teaches that we need to pave our own paths, and so too must our students. As advisers we need to remember that the journalistic road belongs to them. Stand back and allow them to lay down and cement their own bricks, even if it comes out a little crooked at times. Just be willing to stand along side to hold and hand out the buckets of tools and yellow paint.

Because, as Dave would premise, “I probably shouldn’t be telling you this...” whether its listening to students’ personal problems or helping them to realize possibilities they can’t yet see for themselves, sometimes the adviser’s role requires a little heavy lifting.

You know, I’m not really sure how many student letters of recommendation I’ll have awaiting for me at the pearly gates, but if Dave can do it, Why, oh why can’t I?

Have a great year and let’s all help each other!
An Open Letter to the CMA Membership from President Lance Speere and the CMA Board

By Lance Speere
CMA President
Southern Illinois University,
Edwardsville
lspeere@siue.edu

The dates for the 2008 Spring National Media Convention are a set of extended dates.

Here’s the great news about why: As a pre-convention offering, College Media Advisers will be putting on a large slate of intensive and hands on short-courses on topics including New Media, Multimedia Storytelling, Sports Writing, Newspaper Redesign, Advanced Design for Print Publications, Yearbook Marketing, Advertising Sales and Design, and more. Most of these short-courses will be taught by New York media professionals and/or hosted by New York media organizations. Most of the short-courses will be two-day courses.

The pre-convention workshops will be held March 13-15 at the Roosevelt Hotel while the traditional convention will be held March 16-18 at the Marriott Marquis. The pre-con workshops will require advance reservation but will be free with a paid registration to the traditional convention. People can register for only the pre-con workshops at fees ranging from $49 to $79 depending upon the workshop.

A detailed pre-convention brochure with course offerings will be available this summer.

The addition of spring short courses has been a goal for the New York convention. Many schools and advisers wish to enroll students in a more controlled and focused topical course whether in conjunction with or instead of the smorgasbord approach of the convention itself. In addition, change to a Sunday-Tuesday convention pattern at the Marriott may not be ideal for all schools. The pre-convention workshops will be held on the traditional Thursday-Saturday pattern and will offer an alternative schedule in addition to new training opportunities.

Here’s the bad news about why: While the pre-con short courses are the realization of a long-held goal, this expansion is big. It is being rolled out on this large scale because CMA discovered in spring 2007 that the organization was apparently inadvertently bound to dates at the Roosevelt in 2008 when the CMA Board’s official actions had been to move the convention to the Marriott Marquis and to authorize current CMA President Lance Speere to sign the Marriott’s contract for 2008-2010.

Rather than get CMA involved in a long, costly, and potentially losing legal action with the Roosevelt, the Board, in consultation with the CMA attorney and the Spring Convention coordinators, decided that the best course of action was to use the Roosevelt space and dates to launch pre-convention workshops.

The circumstances that led to the Roosevelt’s claim that CMA had a binding contract for 2008 date back to 2005. The CMA Board had not authorized nor intended such a contract. Nor was there record with CMA headquarters or any of the Board that such a contract existed.

In March 2005, the CMA Board authorized then-president Kathy Lawrence to sign a right of first refusal for 2008 Roosevelt dates. The right of first refusal holds dates for a certain period of time, or until another group intends to sign a binding contract for the dates. At that time, the entity holding the right of first refusal must sign or relinquish the dates. The right of first refusal is an option, not a binding contract on the dates.

In September 2005, the Roosevelt, in phone conversations with Kathy, indicated that she needed to sign the option, or right of first refusal document. Kathy signed the document.

During the winter 2005-06, the CMA Board pursued and reviewed proposals from the Marriott Marquis and the Sheraton to move the convention, primarily because the convention desperately needed larger meeting rooms for sessions than the Roosevelt had. At the summer 2006 CMA Board meeting, Lance was authorized to finalize the Marriott contract for 2008.

At New York in March 2007, the Roosevelt produced the document signed in September 2005 and claimed it was a binding contract for 2008. The CMA Board began looking at both legal action as well as alternative plans for using the space. After the CMA attorney reviewed all relevant documents and had discussions with both Kathy and Lance, the Board decided that it would be better to spend money on a new training opportunity rather than lawyers and a potentially protracted legal battle. The attorney agreed.

CMA has also changed procedures so that an attorney’s review, as well as two signatures, of the president and executive director, are required to authorize any contract.

For the past three months, the Board has been negotiating this solution with
the Roosevelt, and only recently were terms agreed upon. Laura Widmer is actively working with New York media professionals planning the details of the workshops and is finalizing the first of several promotional brochures that will be sent to members in the coming months.

The CMA Board knows that many of you have already finalized FY 2008 budgets. The Board regrets that it was unable to have information for you sooner. Not everyone will be able to take advantage of these specialized workshops in 2008, but it is the intent of the organization to continue offering similar specialized workshops in New York and elsewhere in the coming years.

The Board thanks you for your patience and understanding.

Sincerely,

Lance Speere, CMA President
Kathy Lawrence, Immediate Past President
Kelly Wolff, Vice President
Laura York, Vice President for Member Services
David Levy, Secretary
Bill Neville, Treasurer

New York, New York
March 13-18, 2008!!!

A Sneak Peek at the Spring 2008 Convention

For six fabulous days in New York, you will experience not only our traditional convention but also 14 new pre-convention workshops taught by media professionals. We’ll hook you up with the experts in the field during these workshops and give you the opportunity to learn from the professionals, and the fabulous Spring National Convention will feature keynote speakers you won’t want to miss.

We want to give you a sneak peek so you can plan to be a part of it...

Tentative pre-convention workshops March 13-15 at the Roosevelt include:
- Newspaper Editors Bootcamp
- Newspaper Redesign
- Advanced Design for Newspapers, Yearbook and Magazine
- Copy Editing
- Sports Writing
- Narrative Writing
- Scriptwriting
- Multimedia Storytelling
- Web First Approach to Story Management
- Advertising Sales
- Advertising from Concept to Execution: The Creative Think Tank
- Yearbook Marketing
- The Photo Story
- First Amendment Seminar for Administrators and Advisers

Regular convention sessions March 16-18 at the Marriott include:

More than 200 individuals sessions covering topics related to broadcast, yearbook, newspaper, new media, magazine, photography, law, ethics, adviser short courses and much more.

- Hands-on New Media Workshops
- Publication Critiques
- Crown and Apple Awards
- New York Media Tours
- Fabulous Keynote Speakers
- And More!!!

Two for the Price of One!
Pay the national convention registration ($85) and get the pre-convention workshops for free (must stay at convention hotels).

To register online (available fall 2007), please go to collegemedia.org. Early Bird Registration Deadline is Feb. 8, 2008. Or if you prefer, you can attend the pre-convention workshops only, for $49-$79 depending on the workshop.

Buy five registrations, get five free registrations! You must pay for workshops by Feb. 8, stay at convention hotel and be from the same school to get this discount. Non-refundable.

Pre-convention Workshops are March 13-15 at the Roosevelt Hotel.

The National Spring Convention will be March 16-18 at the Marriott Hotel.

Room Rates for the Roosevelt: (Reservations must be made by Feb. 8, 2008): Single $205, Double $225, Quad $245.

Room Rates for the Marriott: (Reservations must be made by Feb. 8, 2008): Single $235, Double $265, Triple $265.
For almost 15 years a discussion group, composed of college media advisers, engaged in a daily exchange via email in what became known to veteran CMAers as “the List.”

It wasn’t All Things Considered. It was All Things College Media.

Daily. Live via the Internet. For many it was a lifeline to solving mutual problems or learning how to douse the flames before local flare-ups became raging wildfires.

Though College Media folks quickly asserted ownership of “the list,” it wasn’t really theirs to own. Most thought “the list” was actually a CMA service. It never really was.

“The list” was the brainchild of a professor at Louisiana Tech and housed somewhere in microchips and memory of massive computer systems in Ruston, La.

Eddie Blick, a veteran journalism educator and college media adviser, concocted the notion of linking together those interested in the world of student-produced media on college campuses coast to coast.

As sometimes happens when one doesn’t know if a new idea will catch on, the timeline gets a little foggy on the exact launch date.

“I have tried to remember when I started CMA-L, but I can’t pin it to a specific year,” Blick said. “I think it goes back to about 1993 or 1994.”

“I had just become aware of listservs and how they could disseminate information. I remember thinking how advantageous they could be for publications’ advisers, especially relatively new ones, who usually have no one locally to turn to for help.”

He put an idea in motion that was brilliant in its simplicity.

“Advisers could post a question and seek responses from experienced advisers around the country,” he said. “I had no idea then that CMA-L would develop to its current scale.”

And, post they did. There were debaters, educators, vendors, researchers, prognosticators, administrators, flamers and lurkers. There was good news and bad. There were solemn moments, and, from time to time, inspired silliness.

Since 2001, CMA members exchanged more than 40,000 messages on “the list.”

The Louisiana Tech server that hosted thousands of advisers used software that evolved over time, Blick said.

Current software “is the third or fourth that our Computing Center has used since the list began,” he said. “Each time they changed, all of the previous archives were lost.”

“I had one set of archives that I had stored manually on my own Web server, but that crashed a year or so ago, and I lost them.”

Fortunately for CMA, the archives from 2001 to the present are in tact, and plans are being made to convert this data to a searchable form that will be available to CMA members online.

“As an aside, at about the same time I started HSJOURN, a listserv for high school publications advisers,” Blick said. “For the first couple of years or so, the two had similar amounts of traffic. But then CMA-L took off and grew, while HSJOURN slowly dwindled to nothing.”

Blick’s former boss acknowledged this pioneer’s contributions on campus and beyond.

“Just as he has been of ‘over and above’ service to CMA, he also has been to Louisiana Tech, serving as a Graduation Marshal—Louisiana Tech has four a year!—and on the Behavioral Standards committee, to name only two,” said Ron White, who lured Blick away from a student publications job in Georgia.

“Seriously, I am glad that CMA will be continuing Eddie’s efforts,” White added. “And that I hired Eddie 17 years ago this summer.

“I am pleased that Eddie and Lynda, his wife, are choosing to remain in Ruston, where they are active members of my church there, as well.”

Blick retired this spring after 17 years at Louisiana Tech. He had previously taught and advised at Kennesaw State College in Georgia.

Since he served as the moderator of “the list”—officially known as CMA-L in listserv nomenclature—the list is set to lapse this summer.

In his moderator capacity, Blick could have called the shots on who

Continued on Page 15
By Andy Dehnart  
*Stetson University*  
adehnart@stetson.edu  

Flip through Tim Harrower’s textbook “Inside Reporting,” and you’ll see what appears to be only a series of sidebars: bulleted lists and annotated examples, four-color photographs and lively infographics, quizzes and quotations.

Except for Harrower’s own “Newspaper Designer’s Handbook,” it looks like no other text I’ve ever seen, and that’s its greatest strength. Finally, someone has written a book that students—and their professors—will actually read, not use as a $75 coaster.

The book’s 10 chapters do not contain any sort of linear narrative, but each chapter thoroughly explores ideas such as the inverted pyramid, interviewing and quoting sources, and covering types of stories (crime, sports).

The brevity might be disarming, but Harrower doesn’t seem to ignore key points. What’s sacrificed in depth or detail is gained by the fact that students born in the era of the Internet will probably both read and retain these scannable, referenceable points.

Harrower’s casual tone and conversational writing have a way of making old-school principles seem less like artifacts from the past and more like solutions to current problems.

For example, here’s how he describes the inverted pyramid: “How do you structure a news story so that readers quickly understand what’s going on—without having to read a mile of text? The answer: Summarize first. Explain later.”

Other textbooks try to convey the same worthwhile information but are written as if they’re trying to convince students that journalism mumified last century.

The first time I taught a core newswriting course, my eyes rolled back into my head as I flipped through the endless grey pages of possible texts, all of which delighted in esoteric descriptions of lofty principles but choked on describing developments within the last decade.

Not Harrower. He conveys both knowledge and excitement about things such as the “evaluation a web site’s reliability.”

His writing is augmented by just under 100 pages of classic and modern pieces of journalism that appear in “The Morgue” section and are referenced throughout the text—and which refer back to the text.

They’re frequently annotated in the margins with comments by the actual journalist who wrote and reported the piece.

For all of its strengths, “Inside Reporting”’s chapters are arranged in an unusual order; “Law and ethics” would work better closer to the beginning, while the “Reporting basics” chapter should come before “Newswriting basics.”

The book also errs, I think, by including an entire chapter on public relations, however small it is; while Harrower adequately accounts for the differences between journalism and PR, there’s not really a need for a section on “Planning a public relations strategy” in a book about reporting.

In its place, the nine-page chapter focusing on “Online reporting” could use more development.

Despite its few first-edition shortcomings, “Inside Reporting” is a revolutionary textbook, one that will hopefully shape future textbooks in journalism and other subjects.

Packed with information, it delivers both foundational principles and current trends using a presentation that actually cares about the needs and realities of tomorrow’s journalists.
Mel Mencher doesn’t presume to know it all. That would be foolhardy. So, it would make sense that his journalism text is called Melvin Mencher’s “News Reporting and Writing.” It is his response to the world through the eyes of professionals and academics who have taught him.

Take a gander at the “Acknowledgments” and “A Personal Word” sections in the front of the book. Mel expresses himself in Hemingwayesque prose: punchy sentences and to-the-point philosophy. I love it, and tell my students to do the same.

More importantly, you’ll find an organized textbook that allows readers some room for growth. Each of the 27 chapters—a gutsy approach considering that most semesters are excised into 15 weeks—is equipped with a preview, general body of knowledge, a summing-up section and further reading.

Concessions to the electronic age come in the form two CD-ROMs packaged with the text: a Brush Up and NRW Plus. The text punctuates the healthy white margins on each page with a CD icon for related enrichment or explanation lessons.

But the text can stand on its own. In the current 10th Edition © 2006, Chapter 6, Story Structure, is pure gold.

Besides the discussion of single-element, two-element and three-element stories, Mel talks about the inverted pyramid structure as if it were a work of art and he is winking at it from a critic’s perch:

“An inverted pyramid is an unbalanced monolith, huge top teetering on a pinpoint base….Discard the picture of this precariously balanced chunk and remember that all it means is that the most important material is usually placed at the beginning of the story and the less important material is placed at the end.”

Turn to Chapter 13, and read one of Mel’s little blue info boxes that elevates the footnote to encyclopedic importance. It’s called, “What They Don’t Know.”

I’ve turned this snippet from the National Assessment of Educational Progress on what 17-year-olds know into a regular assignment in which I ask students to source some of the answers. One of the factoids is that only “37 percent (of 17-year-olds) could equate Job with patience during suffering.” I ask my students to find the biblical reference to Job and patience. I’d say that only 37 percent come back with the correct answer.

But the real treasure trove is found in Chapter 24, Local Government and Education. For Illinoisans out there, you know that the Land of Lincoln has more than 6,000 local governments, more than twice as many as any other state. Just because. Teaching students that their first jobs most likely will be covering some municipality, park district, township, or even community college is daunting.

Mel helps break it down with some charts, numbered and bulleted items, and plain old easy explanations of property tax and local government budgets.

Tie this to California community college instructor Rich Cameron’s model online simulation, City Council, and you’ve got a civics lesson customized for journalism students.

J-texts should have a good local government chapter, but Mel seems to be the only author who understands the importance. To think that knowledge of local government should be a mainstay in any college curriculum for the grooming of citizenry, it’s amazing that the history department disavows itself and lets the journalism faculty have at it.

Mel has it all: budget assessments to budget adoption, and then clear through to the planning process, viaducts and zoning. When questioning deans and instructional designers don’t see the connections between local government and journalism, I wrap myself in a Cheshire cat smile and open to page 474. I am vindicated by Mel’s forethought.

I spend less time on Part Six in the text regarding “Laws, Taste and Taboos, Codes and Ethics.” My course is on beginning news writing, so for those whose curricular need is more advanced, the latter chapters on all things morality are there for the taking. I just run out of steam from all the other content.

What appeals to my old-fashioned Chicago-bred sense of pride is Mel’s avoid-
ance of regional New York bias. I’m sure it’s there, but it doesn’t hit me over the head. The New York Times is not put on a pedestal draped in ivy. Small town journalism stands brick to brick with big city journalism, with suburban America not playing second fiddle to anyone’s journalism.

Associated Press style is valued by evidence of the truncated Appendix at the book’s end. Style doesn’t overshadow the content. Mel is a function over form writer who believes that the Wall Street Journal narrative style is just as valid as USA Today’s terse wording.

For those of you out there using Blackboard for your online courses, Mel has worked with McGraw-Hill to design a course cartridge for import. The cartridge is truly a modern miracle of online course design. Assignments, assessments, web links—they’re all there in a format that replicates the 27 chapter book. Mix and match as you see fit.

If there’s anything weak about this edition of the text, it’s the placement of Chapter 9, Broadcast Newswriting. I’m sure that someone has a use for this, but I don’t. Generally, most of the writing rules fit for print as well as broadcast—maybe that’s what Mel is telling us.


Mel’s written his, and, well, go buy it.

---

**BOOK REVIEW**

**Tools for Teaching Reporting: The Online Alternative**

Newsroom101.com offers free tips, tools and tests (and that’s just the T’s!)

By Sherrie Farabee  
Southeast Missouri State University  
sfarabee@semo.edu

Can you wangle? Are nauseous or nauseated? Does wholly owned subsidiary need a hyphen? Go to Newsroom101.com to find out. www.Newsroom101.com is a free site of grammar, spelling, punctuation and AP style quizzes. It can be used 24-7, does not require users to plug in personal information and gives detailed explanations of answers.

It is the baby of Gerald Grow, who teaches magazine writing at Florida A & M University in Tallahassee, Fla., and Ron Hartung of the Tallahassee Democrat, who for years had been putting out an e-mail quiz for reporters, editors and interns based on grammar and style items that came up in the Democrat.

Grow said he started out adapting Hartung’s quizzes (with Ron’s permission) for his classes and then talked Hartung into letting him put them on a Web site and calling it Newsroom101.

The core of Newsroom101 is 65 interactive quizzes: more than 600 spelling, grammar, newspaper-specific punctuation, word usage and Associated Press style items in a multiple-choice format.

Users can do review on a single set of quizzes or the entire 600-plus. Site users choose from the alternatives provided for each question and a window pops up explaining why the choice was correct (or why it wasn’t).

A printable score sheet pops up at the end of each 10-15 question quiz.

More help comes from practice quizzes for specific parts of speech: hyphens, nouns, possessives, pronouns and subject-verb agreement. There are also word usage exercises and one set devoted specifically to the slippery slope of lie and lay.

Examples come from real news events, though they tend to lean more toward Florida and the Tallahassee area.

Semi-current events and pop culture also come up. A question on commas uses George Clooney and “Ocean’s 11.” Another on hyphens references auto plant closures in Ohio.

Grow adds to the fun with single-choice quizzes and the “If bureaucrats wrote ads” feature, where he has converted pithy slogans like “Got Milk?” into entire paragraphs as a warning to the wordy.

A link to online quizzes from the American Copy Editor Society is a whole other bounty provided by the site.

The Newsroom101 quizzes move quickly, thanks to Hot Potatoes software, and review quizzes offer a differ-

---

**Mencher ...**

*Continued from Page 6*

ance of regional New York bias. I’m sure it’s there, but it doesn’t hit me over the head. The New York Times is not put on a pedestal draped in ivy. Small town journalism stands brick to brick with big city journalism, with suburban America not playing second fiddle to anyone’s journalism.

Associated Press style is valued by evidence of the truncated Appendix at the book’s end. Style doesn’t overshadow the content. Mel is a function over form writer who believes that the Wall Street Journal narrative style is just as valid as USA Today’s terse wording.

For those of you out there using Blackboard for your online courses, Mel has worked with McGraw-Hill to design a course cartridge for import. The cartridge is truly a modern miracle of online course design. Assignments, assessments, web links—they’re all there in a format that replicates the 27 chapter book. Mix and match as you see fit.

If there’s anything weak about this edition of the text, it’s the placement of Chapter 9, Broadcast Newswriting. I’m sure that someone has a use for this, but I don’t. Generally, most of the writing rules fit for print as well as broadcast—maybe that’s what Mel is telling us.


Mel’s written his, and, well, go buy it.
Newsletter ...

Continued from Page 2

- CMA will post all news as it happens on the CMA website in blog form, sending links to the CMA listserv to alert members to new postings. Board member Bill Neville is also working to change the web settings so that more news items are visible on the front page without going to "archive" pages. (Read his column in this issue for more of the electronic changes you can expect to see.)

- CMA will also gather each month's news together in a traditionally designed newsletter form to be put in PDF on the website, as we've previously done bi-monthly. This is intended to serve the needs of members who do not read blogs and want to continue getting their traditional newsletter, as well as those who would like to have printed pages with a more traditional look.

- Two newsletters per year will continue to be printed and mailed out. These will be the pre-convention publicity pieces. The fall convention piece will be mailed in September and the spring newsletter will be mailed in February.

These are fine plans, and already the CMA website (www.collegemedia.org) looks better than it has in a long time. But as ends the newsletter, so ends my time as editor.

I send out sincere, vociferous thanks to my design editor, Jessica Clary, who has, in the past year, given this newsletter its distinctive feel. She is stepping down as well, and I envy the next editor-type who gets to work with her, for not only is she great at what she does, but she makes the process fun.

Thanks also to Kelly, Lance, Laura, Bill and all the rest who helped me out this past year.

And now: For the true editors out there, please know that I know that the first line of this column really does need a comma before that “and.”

But in journalism, as in college media organizations, we make stylistic concessions that we hope please most of the people, even if they disgruntle some.

One of the great things about journalism and college media-ism is that the great ones among us—who Dave Adams obviously was and who I hope someday to be—can make our decisions, leave our mark, and the reader will know who to credit or blame.

That’s right: the adviser.

Adams Remembered ...

Continued from Page 6

Ron Johnson
Kansas State University

Dave recruited me to college journalism back in fall 1977. Stupid me, I had some math credit, and I wanted to major in history, but I had a job as assistant sports editor on the 1978 Reveille yearbook at Fort Hays State.

Thus it began. Before I graduated in 1981, I edited the book as a sophomore, edited the summer paper as a junior, and student taught in English and journalism as a senior. At our small western-Kansas university, he taught all the journalism classes. I learned a great deal in every one of them.

As I read remembrances from his students at the Indiana Daily Student, I know he entertained, encouraged and energized them — just as he did students at Fort Hays until 1981, just as he did here at Kansas State until 1989.

They called him “Dadams.” Of course, to us, he was “Disco Dave” and “Dr. Dave.” Fortunately, that first nickname went the way of our platform shoes and polyester shirts.

That spirit of fun carried us to our CMA conventions. My first was in New Orleans, in 1977, then Houston, in 1978, and San Francisco, in 1979. For the first two, he organized a bus for a long ride from Hays—the cheapest way for ever-frugal Dave to get 25 of us there, of course. Our luggage anchored the bus. Our ice chests of refreshments carried us through a couple Plains states.

But beyond those adventures were some important lessons as we worked long hours on the yearbook and newspaper. About truth. About accuracy. About balance. About fairness.

And for me, there were many lessons of how to advise collegiate journalists. I applied those skills at FHSU from 1985-1989 and at K-State from 1989-2004.

As I faced the challenges of those jobs, Dave offered encouragement. Perhaps it was a quick conversation between sessions at a convention, or his squeal and some loud claps if my students happened to win an award. I treasured them.

And after I was reassigned, when I faced that hearing in federal district court in summer 2004, Dave was there, ready to testify if needed. He didn’t get to, even after nine hours in court. I regret that terribly — for after a session with Dave Adams, that judge would have had a much clearer understanding of the First Amendment.

I’m heartsick at this loss.

Additional notes about Adams, as well as photos and video, can be found at http://www.idsnews.com/blogs/daveadams/
could have access to this special audience but for the most part permitted access to all comers.

When Blick announced his plans to retire a year ago, there was never a question of whether or not the list would continue, CMA President Lance Speere said. “CMA members have placed a high value on their access to ‘the list,’” Speere said, adding the CMA board moved this spring to secure a paid host for the successor to “the list.”

“The question became who could access the new list,” he said. “It was a tough issue. Some wanted ‘members only’ and others wanted ‘all comers.’

“Because CMA members were footing the bills for the new list, the CMA Board, after consulting with members and its advisory council, decided to limit access to the list to CMA members but expanded the categories of membership.”

And, so “CMAmembers” debuted this summer as the successor to “CMA-L.” The change was not without some glitches.

“We had a list ‘wildfire’ early on that had to be extinguished,” said Bill Neville, CMA treasurer who oversaw the conversion. “In trying to correct one problem, we inadvertently created another.

“That was a busy Thursday a few days into the launch with about 100 messages reporting problems. I’m happy to report that all has settled down since then.”

Neville added: “We are learning about the new list and its software as we go along. The system will give us statistical reports about list usage patterns and seems to do a great job of preventing spam from infiltrating the list, as did the previous list.

“But as we rocked and rolled—mostly rocked—along toward the creation of ‘CMAmembers,’ I have a renewed appreciation for volunteers like Eddie who provided solid, unheralded service to the world of college media.”

The Board last fall awarded Blick the Ron Speilberger Award for Service to CMA for his lengthy and dedicated stewardship of this beneficial service for media advisers.

This summer, the Board voted to make Blick a Lifetime member of CMA in further recognition of his contributions to college media.

In addition to “going with my wife on a trip in September with our church’s senior adult group,” Blick said, “I want to reclaim my yard, which has suffered from neglect.

“I don’t like yard work, but I figure I can force myself to do more now; plus, I need the exercise.”

Newsroom101.com ... continued from Page 13

The home page of Newsroom101.com offers easy access to numerous online style quizzes and exercises.