Staying ahead of a technology juggernaut

By Ralph Braseth
University of Mississippi

What in the Sam Hill should college media advisers be doing differently in response to the staggering changes taking place in media and journalism?

That question provided the foundational underpinning of our Reinventing College Media mini-summit last February at the University of Mississippi where more than 50 advisers and students from 20 colleges across the country met to discuss the future of what we do and how we will do it.

The weekend conference included presentations from three featured speakers.

Dean of the Ole Miss business school and an expert in management information systems, Brian Reithel, told participants that technology and distribution methods for information will continue to change the form and nature of news for years to come. Reithel said companies and news organizations that fail to adapt to the disruptive technologies would likely not survive.

Citizen-journalism coordinator at the Greensboro News & Record, Lex Alexander, discussed the decreasing gatekeeping role of traditional journalism and the rising influence and voice of “citizen” journalists in the distribution and consumption of media.

Samir Husni (aka Mr. Magazine), chair of the journalism department at Ole Miss and one of the world’s leading magazine experts discussed the major changes already taking place in European newspapers and how those changes will eventually make their way into the United States.

The Ole Miss mini summit was a continuation of a CMA discussion first proposed by former CMA president Chris Carroll at the Kansas City conference in October when about 30 advisers informally gathered to talk about the future of college media.

After the KC session, CMA member Bryan Murley established the Reinventing College Media web site as a forum for ideas and discussion regarding “new” media.

Advisers and students are strongly encouraged to visit and contribute to the Re Invent site (http://reinventing.collegemedia.org/). At the site, you can also find blow-by-blow posts from the Ole Miss mini summit and the latest issues and ideas about the future of college media.
A primer on the CMA listserv...

This month I target the CMA listserv in the form of an FAQ column.

What is the CMA listserv?
The listserv is a place where any member of the discussion group can ask a question or make a comment regarding issues of relevance to college media advising – questions such as, “Quark or InDesign?” or “Help, my editor is dating the copy chief?” You can also ask about the best barbecue joints in Kansas City (Arthur Bryant’s) or inquire about the meaning of bluejohn. Most discussions are about relevant issues such as the one revisited by Bill Neville in his column on Page 3 of this newsletter.

Who can join the listserv?
The listserv is a closed, unmoderated discussion group, but it is not restricted to CMA members, which means anyone – not just college media advisers – can join the listserv, and by anyone I mean anyone. Your students, the dean of students, Howard Dean, the national advertising placement companies we tend to complain about, and just about anyone else you can think of is welcome to join, pending approval of the listserv moderator.

Why isn’t the listserv restricted to CMA members only?
Technically, the CMA listserv does not belong to College Media Advisers, Inc. The listserv is actually owned by Eddie Blick, a CMA member, who teaches journalism at Louisiana Tech. He maintains the unmoderated listserv on his own time and dime. He began the listserv many years ago as a benefit to college media advisers. And it has been his policy to allow nearly anyone to join. He has said that if CMA chose to begin its own members’ only listserv, he would not object. To date, there has not been enough of a push from membership to move in that direction.

How many people belong to the listserv?
There are about 570 active members of the listserv, but as I said before, not all of them are dues-paying members of CMA, and not all dues-paying members of CMA belong to the listserv. (As of March 31, 2006, there were 740 paid members of CMA.)

Why does it seem like only about 25 people are members of the listserv?
It is true that some of the listserv members are very, very active participants, and I have to say that for the most part, their advice and insights are valuable to even the most veteran college media advisers. I suspect that most of the listserv members are what we call lurkers, observing, hopefully learning something, and probably laughing at our occasional obsessions with regionalisms. But I’m afraid that some listserv members shy away from offering their perspectives out of fear of being criticized or ridiculed. While not a common problem, on occasion I’ve watched listserv members attacked for their comments, and it may discourage others from participating.

Does the listserv have a code of ethics that would prevent such attacks?
There is no official code of ethics governing the listserv, but as a community of college media advisers, the listserv should reflect appreciation for the multitude of opinions, experiences and circumstances. College media advisers represent students and their respective media organizations at large and small, public and private, two-year and four-year institutions. Some of us advise dailies, and even more advise weeklies and monthlies, with variations in between. Some of us have budgets of $10,000, and some of us have budgets of $1.5 million. Some of us come from institutions with journalism programs, and even more come from those without. Some of us have many years of professional journalism experience, and some of us were simply gullible enough to say “yes” when a dean or department chair wanted to know if we were interested in advising the student newspaper.

My point here is that we all come from different perspectives and work within different environments. I’ve yet to see two identical student media operations or meet two advisers with identical backgrounds. Our purpose here is to share experiences in the hope some of this information is transferable or adaptable to our own situations, not to chastise or criticize those who do not conform to our expecta-
The wonderful and wacky world of Logos Gone Wild

You can – and will, if you subscribe – read just about anything on the CMA listserv. A recent thread hashed out an important topic for visual journalism… whether or not it is appropriate, or whether one needs permission, to use a logo in news photography.

So, in the interest of revisiting this topic, and because my photojournalism class was just dealing with similar issues this spring, we’ll take another look at the listserv exchanges. Apologies if we are repeating too much for those of you who have photographic memories and can remember every exchange they read on the list.

It all starts with a question.

Mike Stedman at Jacksonville State University inaugurated the thread. “One of my journalism students raised an interesting question after class today: ‘A community story comes up and is accompanied by a picture of someone. This person is wearing a shirt with copyrighted material on it. Does the newspaper have to get permission to print copyrighted or trademarked images?’ My initial response was ‘no’ because the clothing item itself was probably licensed. It would certainly be easy to obscure a logo using Photoshop, but most publications have strong rules against doctoring photos. Any ideas?”

Advisors always have ideas – and opinions. But it’s a good question. Stedman’s students are grappling with the concepts of commercial and non-commercial usage of visual information. Whether or not clothing itself is licensed seemingly has little to do with how a picture of that clothing is used. It didn’t take long for the listserv to bubble into activity.

Tom Winski at Lindsey Wilson College was first. “I would agree with you that the answer is ‘no.’ (For) a legitimate news story photo, or even a feature story photo, you do not need to eradicate the logo. If that were the case, you would also have to eradicate advertising signs in the backgrounds of most outdoor photos…”

“No only that, but think about all the sports photos or crowd reaction shots you get over a year,” added Vince Filak of Ball State University. “Charlie Cardinal (or Bucky Badger or Truman the Tiger or whatever) is trademarked by the university, but you shoot a picture of a group of students celebrating a win, you’re bound to have a shirt, hat, jacket etc. with one of those logos on it.”

So logos are omnipresent in almost every facet of the world around us. It is no accident that “Budweiser – the King of Beers” has a highly visible presence at many major league ball parks. Each time a centerfielder makes a spectacular play, there is a logo looming in the background like some sort of advertising King Kong that dominates the view. This led one participant to offer an observation on a newsworthy sports industry that seems to be predicated on the logo…

“Ditto, Tom and Vince,” wrote Andy Duncan of Randall Publishing. “No NASCAR driver ever would get his photo in the paper if every visible trademark needed a permission!”

What a wonderful observation. NASCAR, of course, is the virtual embodiment of Logos Gone Wild. If no logos should be allowed – there would be no visuals at all. As the discussion progresses, though, there comes a time for the disclaimer that those of us engaged in list exchanges are not attorneys.

“I’m no lawyer,” added Tammy Merrett-Murry of St. Louis Community College – Meramec, “but (I’m) pretty sure this falls under fair use since the person was out in public and the publication is not using the photo specifically to profit from the image on the shirt.”

A lawyer, in my opinion, could not have said it better… but could have charged more.

As the discussion pushes toward what might be called “critical mass” with enough responses to give some collective guidance, some participants will claim a sort of validation. This validation is not unlike the phenomenon where you carry students to a national convention, and they come back from a session excited that they have heard one of your colleagues or a media professional say exactly the same thing you have been preaching to them for months. Their unspoken reaction, if translated to kidspeak, is: “dude, you’re not nearly as big an idiot as I thought you were.”

“Wow!” exclaimed Winski. “This is a red-letter day… people agreed with me. I am not used to that.”

The discussion further evolved into a comment on one of my pet peeves with the whole concept of life in a logo-encrusted culture. What an amazing concept. Not only do many consumers gladly wear prominent logos on their casual clothing, but also they pay for the privilege of becoming walking billboards.

“The whole reason companies use trademarked images on clothing is to get more coverage. Free advertising! ‘The irony — paying for a shirt to advertise for someone else! Why should they be paid again for displaying their image?’ queried Kristin Millis of the University of Washington. ‘On that line of thought — could a newspaper get sued for showing a picture of an arrested gunman at a hostage situation wearing a Mickey Mouse t-shirt because the situation shown doesn’t correspond with Disney image?’

Every time our student newspaper gives away a t-shirt, we are hoping to tap into that ‘walking billboard’ mentality — but we’d like it even better if we could sell those t-shirts rather than give them away. It was at this point where my fingers got itchy and I had to jump in. The Mickey Mouse and image concept was interesting, and the zeal of the Mouse attorneys in protecting their icons is legendary, but even such a formidable obstacle is not enough to overturn the position that legitimate news usage, where the display of logos or images is secondary to the collection of the news, does not require permission at any time.

A number of years ago I was channel surfing and came across an episode of “Cops” (Bad Boys, Bad Boys, Whatcha Gonna Do?) in which the show was visiting Atlanta. A Georgia tie-in, I thought, so I watched long enough to see the cops trot out a suspect who was wearing a Georgia Southern University t-shirt. This was my alma mater. And, this is just what every PR director dreams of – a suspected felon wearing the school logo. Great for recruiting, eh? In re-

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Going to bat for embattled advisers

Program defends advisers, seeks to protect rights of student editors

By Kathy Lawrence
University of Texas - Austin

The names read include some of the brightest and best in the profession of advising college media – William Lawbaugh, Ron Johnson, Jennifer Schartz and John Schmitt, to name a few.

Who are they? They are advisers who have lost their jobs, not because they were weak teachers, poor administrators and unavailable to their students. Actually they lost their jobs for just the opposite – in many regards, they did their jobs too well!

The advisers named above were at schools that have been investigated and censured by College Media Advisers under the eight-year-old Adviser Advocacy Program.

The program was the brainchild of CMA Past President Chris Carroll, conceived, Carroll says, on two tracks, one from painful personal experience and the other from the troubles of a colleague.

Carroll’s own experience unfolded the day he returned to his job as director of student media after spending the weekend teaching CMA’s New Adviser Workshop. “... I was told to report immediately to my supervisor’s office,” Carroll recalled.

“My supervisor demanded that I turn over my keys to the student media wing of the building, demanded that I have no further contact with any of my five full-time staff or three grad assistants, and she summarily reassigned me to a job in the basement creating brochures for the Division of Student Life.

“My supervisor refused to answer why I had been relegated to a work-study job for which no job description, no equipment and no workload existed, nor answer why the need for this bogus job was so emergent it required my immediate attention,” Carroll said. “Of course, I knew exactly why I was being treated this way. My official personnel file contained only positive evaluations, and since I hadn’t violated any university policies, they couldn’t find a way to fire me. This was an attempt to shame me into quitting. Why? Because I was an outspoken advocate for free expression, and I had become a thorn-in-the-side to the control-oriented administration.”

He began looking for help and immediately turned to the CMA Code of Ethical Behavior.

“I was understandably sympathetic, and since I then had some ability to influence CMA operations, I wrote the CMA Adviser Advocate Policy and submitted it to the Board for consideration in March, 1998. It was unanimously adopted by the board at that meeting.”

Past President Chris Carroll

Adviser Advocacy received its second nudge a year later during the 1997 fall convention after Carroll was sworn in as CMA Vice President. He was approached by a highly respected colleague who had just been subjected to reassignment and some nasty treatment because of his advising practices with the student newspaper at a midwestern school. That adviser suggested the idea of creating a process for CMA advocacy for embattled advisers, Carroll said.

“I was understandably sympathetic, and since I then had some ability to influence CMA operations, I wrote the CMA Adviser Advocate Policy and submitted it to the Board for consideration in March, 1998. It was unanimously adopted by the board at that meeting.”

What has happened since that time has been the investigation of several cases each year, many of them able to be successfully mediated by a CMA Adviser Advocate so that the adviser and the school could come to terms that were equitable for the students and adviser involved. In just a handful of cases, that did not happen.

So how does it work?

If you are a CMA member adviser, and you fear your job is threatened by your efforts to follow the CMA Code of Ethical Behavior you should:

1. Contact the immediate past president of CMA or CMA Headquarters.
2. The past president will assign an advocate to your case, typically a past president of the organization.
3. The advocate will gather information from you, students and administrators at the school and recommend further action to the CMA immediate past president, who forwards it to the full board.
4. At that point, the board has several options. If the school and adviser are receptive, CMA may send an advocate or advocate team to a campus in an effort to resolve the situation. Or, CMA may issue a censure against a school. If litigation is involved, CMA may work with the SPLC to seek an attorney for the displaced adviser and offer to pay certain legal fees.

4
CMA in its eight-year history with advocacy has issued six censures, and five of those remain in place. The sixth, Fort Valley State College in Georgia, was lifted after the school developed new guidelines to protect future advisers after former adviser John Schmitt won damages in his wrongful termination lawsuit.

The five remaining censures and their status include:

- **Mount St. Mary's University** in Maryland -- Censure remains in effect. President and provost in power at the time are no longer at the college, nor is the adviser who was penalized, Dr. William Lawbaugh. Dr. Lawbaugh was denied a salary increase and later removed as adviser because he refused to exercise content control.

- **Kansas State University** -- Censure remains in effect because of the removal of former adviser Ron Johnson for content reasons. The college has worked to rewrite operating procedures to protect future advisers, though the process is not complete.

- **Barton County Community College** in Kansas -- Censure remains in effect after adviser Jennifer Schartz was removed from her position as adviser after refusing to prohibit students from running letters to the editor criticizing school employees.

- **Le Moyne College** in New York -- Censure remains in effect because of the removal of Alan Fischler as adviser to the student newspaper for content reasons.

- **Ocean County College** in New Jersey where adviser Karen Bosley was removed effective in spring 2006 after more than 30 years. CMA believes her removal was related to content issues and has called for her reinstatement, along with the preparation by the college of documents to protect future students and advisers.

Censure Removed

- **Fort Valley State University** in Georgia -- Censured, but censure later removed after adviser won a court judgment and after college revamped its operating procedures to protect students and advisers in the future.

Statements of Concern

In addition, CMA has sent statements to the following schools challenging the dismissal of advisers, though censures have not been issued:

- **Marquette University** in Wisconsin where adviser Tom Mueller was dismissed last spring. CMA has challenged the process and criteria and suggested the firing may have been prompted by administrators’ unhappiness over news stories.

Under Investigation

- **Oklahoma Baptist University** where Professor Phil Todd has been dismissed as adviser.
Logos gone Wild
Continued from Page Three

cent years on the show and others like it, though, I’ve noticed that most logos on shirts – even logos in the background on Coke machines, for example – are pixelated to disguise them.

In an NPR report a while back a producer of this kind of “reality” show said something that has stuck with me: “For everything you see on the screen there is a parallel universe of paperwork locked away in a filing cabinet that grants permission for that image or likeness to be televised.” I often repeat this concept to my students. But there is an obvious difference between “Cops” and the news.

“Cops” is an entertainment program, and as such its producers are profiting from the use of images they edit and control in the production of the show. If they don’t have permission locked away in that parallel universe of paperwork to use an image (a face, a logo or a vending machine in the background, or even something that can identify someone like a license plate), they obscure it. The show’s production is subject to enormous control by its creators.

News is spontaneous, however, and while it is subject to editing and packaging it is nonetheless largely uncontrolled at its point of collection. Its end-use is primarily for information, not entertainment. Consequently, a photo of a suspect wearing a Mickey Mouse or college shirt while being escorted on a “perp” walk is fair game.

“As for trademarks being blurred on t-shirts in reality programming (this is almost ALL reality programming), I always thought it was because the television program didn’t reap money from the advertising on the shirt and less because of trademark violations,” wrote Millis. “Why should Nike get free advertising from alleged criminals, or surreal celebrities, or wives who want to experience a new family when the athletic gear company didn’t bother to pony up a paid commercial or two during programming? A blurred face on reality programming may be related to lack of permission to allow the television program to profit from that individual’s experience or to protect an individual from having their privacy violated. Blurred trademarks are the result of television executives who want Coke to pay money to be on TV, instead of receiving free airtime by having machines (which are designed for maximum marketing) be seen in the background.”

This contribution brought up an important issue – privacy concerns. When a commercial program airs the likenesses of the faces of people in its vortex of production, then one would suppose the same rules apply as if a person’s likeness was used in connection with the advertisement or endorsement of a product or service. It is a well-established legal principle (and, I’m not a lawyer either, though my legal training does go back to watching episodes of Perry Mason in black and white) that we have an absolute right to control our likeness when used for a commercial purpose.

This goes back to the point the reality show producer was making in that radio interview – that there is a parallel universe of paperwork granting permission for images used on entertainment programming. The parallel universe takes many forms – waivers of privacy, marketing agreements, acknowledgment of intended usage, and so on. The bottom line for the producer of commercial content: if they don’t have permission to use an image or likeness, they don’t use it.

When some wacko in a Nike t-shirt is wrestled to the ground by Jerry Springer’s handlers, the reason the Nike emblem is obscured probably has nothing to do with whether or not the television production company was able to get compensation for displaying that logo, I suspect, rather it has to do with limiting liability because associating the Nike logo with an incestuous cross-dressing neo-Nazi possibly has cast that company’s image in a negative light. If Springer’s producers could get a deal from Nike – “the perverts on the Jerry Springer Show use Nike products exclusively” – they would be thrilled and the logo would be shown. But those entertainment show producers do the next best thing, they make money by not spending cash on lawyers to defend their show against Nike’s lawyers. So they blur the logos and avoid the hassle.

By the way, I don’t think Nike wants “free advertising from alleged criminals.” But if the Springer nut job is arrested outside the studio and led off to jail wearing handcuffs, a Nike shirt, and an Atlanta Braves hat and kicks a Coke vending machine en route, the media is free to cover that arrest – logos and all. The test here, it seems, is that news coverage is non-commercial usage. When an image is used in a commercial context – for entertainment programming, advertisements, movies or similar use – the owner of that image has an absolute right to control that image and its use.

When athletic teams wear clothing with the Nike swoop, that logo would never have to be blurred just to use a picture of an athlete in the daily news. Likewise, the Budweiser sign in center field would not need to be obscured in sports photojournalism. In both of these cases, the athletic teams are the beneficiaries of the marketing largesse not the news media that use those commercial images incidentally to meeting their coverage objectives.

The incidental use of logos or commercial emblems in legitimate news coverage probably is iron-clad.

But, then I’m not a lawyer and I don’t play one on television.

Speere...
Continued from Page Two

tions. It both surprises and saddens me when advisers are quick to pass judgment on their colleagues’ actions. None of us are in positions to better understand the actions or opinions of another than that individual. It is easy to say that you would have done things differently, but from afar you have only a snapshot of the full situation and virtually no context.

Why don’t I, as CMA president, post more frequently to the listserv?

Given that the listserv is not an official CMA vehicle, my position is that I don’t want to hijack the listserv for CMA purposes. Nor do I want anyone to think that anything I have to say on advising is official CMA doctrine. I recognize that there are many knowledgeable advisers on the listserv who can offer advice to the varied queries, and in many cases have had more experience with particular situations than I. In fact, I encourage everyone, not just the usual suspects, on the listserv to chime in with their experiences on a more frequent basis. It can only benefit everyone. When it comes to the CMA listserv, less is not more. So join in, speak up, and please, respect all.

To join the CMA listserv, go to https://lists.latech.edu/mailman/listinfo/cma-l.
Briefly speaking...

NPR seeking the next generation of radio news personnel

NPR is looking for the next generation of journalists to train within its Next Generation Radio project at the ACP/CMA conference in St. Louis, Oct. 24-30, 2006.

A total of five students will be chosen for the project. While radio experience is helpful, it is not required. NPR is looking for students with a variety of technical skills, journalistic ability, some understanding of web applications, and creative thought processes.

Next Generation Radio is a one-week, student radio training project sponsored by NPR. The project is designed to give students who are interested in radio and journalism an opportunity to report and produce their own radio story.

For more information on the Next Gen Radio project, visit http://www.npr.org/about/nextgen/. For information on how to apply to the project, send an e-mail query to nextgenerationradio@npr.org.

SPLC is looking for a little help from its friends for endowment

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.

The Center provides 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 to 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.

Today we have an opportunity to help SPLC establish a firmer footing by helping with its endowment campaign. No doubt, advisers have heard by now about Tomorrow’s Voices, the SPLC fund-raising campaign that could help the organization develop a base of support totaling $3.75 million. The John S. and James L. Knight Foundation will match each $2 you give with $1 from the Foundation up to $1.25 million.

And giving is easy. Try any or all of the following:

• Go to http://www.splc.org/about.asp and click on the Network for Good link.

That site allows you to make a one-time gift or a continuing gift monthly, quarterly or annually billed to your credit or debit card. If you do this, make the gift in CMA’s name, so we can track our contributions.

• Engage your students in a fund drive. You can do this on your own, of course, or by going to http://www.justgiving.com/PFP/splctomorrowvoices and establishing a donation site for your university or your student medium.

• Or, go to http://www.justgiving.com/PFP/splcadvisors, the CMA fund drive site for the SPLC endowment.

• Finally, simply fill out a pledge at tomorrowsvoices.com. If you don’t have the money just now, it’s okay. All pledges received by Sept. 30, 2006, will count toward the fund goal.

\[\text{Board Contact Information}\]
First Amendment Institute set

By Mark Witherspoon
Iowa State University

When the First Amendment Center’s 2002 State of the First Amendment survey showed that 49 percent of Americans thought the First Amendment goes too far in the rights it guarantees, College Media Advisers leaders wanted to do something to turn that kind of thinking around.

So they turned to the First Amendment Center in Nashville, Tenn., to create a partnership that created First Things First, a two-pronged approach to teaching advisers and students about the importance of the First Amendment.

In 2003, the first stage was rolled out with a college campus tour of Freedom Sings, the First Amendment Center’s concert experience into the First Amendment. And the reaction couldn’t have been better.

On every campus, Freedom Sings played to standing ovations and outstanding plaudits.

In 2004 and 2005 (and now scheduled for 2006), the second stage is rolling out as college media advisers gathered at the First Amendment Center in Nashville for the intensive three-day workshop that is the First Amendment Institute. Outstanding evaluations have been universal.

“I believe all involved would judge it to have been an unqualified success,” wrote Chris Carroll, student publications director at Vanderbilt who helped create the First Amendment Institute. He was thanking Gene Policinski, executive director of the First Amendment Center, for all his work in ensuring that the Institute went off without a hitch.

“The quality of speakers, level of instruction, and overall impact of the material covered exceeded all expectations.

“The underlying mission for this workshop was, in simple terms, to create 29 ‘evangelists’ who could carry an informed understanding of First Amendment freedoms and issues back to their respective campuses and educate others,” Carroll wrote.

Coming Soon:
June 6-8, 2006
College Media Advisers: First Amendment Workshop, Nashville, Tenn. Details available at www.collegemedia.org

The 411...
June 25-28, 2006
College Media Advisers

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

Aug. 3-6, 2006
College Media Advisers
Advising Today’s Media
Washington, DC

Aug. 4-6, 2006
Associated Collegiate Press
National Collegiate Journalists Workshop
Washington, DC

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