EDITOR'S NOTE

From Convention to Newsletter:
Showcasing the Wonder and Horror of Advising

By Chris Evans
The University of Vermont

In case you missed it, let me tell ya: St. Louis was wonderful. And—at times, for some people—exasperating and difficult. Kind of like advising.

We were in St. Louis as the home team won the World Series, and I—me, personally—I had a view from my room of the third-base line. Could it possibly get any better?

Well, sure it could, especially if you were one of the unfortunates exiled from the overbooked conference hotel to a hotel of fewer stars way across town, shuttled perhaps by a bus driver who—allegedly, allegedly—offered to buy booze for our students.

But at least for the students it was wonderful, right? Wonderful to be able to storm Busch Stadium after the Cards won the final game, to get some of the best pictures of their lives.

(Allow me a digression to plug the excellent doubletruck photo spread at this issue's center, by the way, showcasing some great St. Louis photos by our talented students.)

At least for those students, no complaints. Unless of course you were the poor student who fell seriously ill during one of the conference sessions. But even that turned out rather well. Leave it to a journalist to plan a need for medical attention while in the presence of the geeky-hunky Dr. Drew, an MTV-type college-advice specialist who flew to the student's aid.


Kind of like putting together a college publication. Or running a radio station. Or TV station.

Which brings us to me.

Hello there.

I'm your new newsletter editor, and I know exactly what you're going through.

There there. Talk to me. Let it out. It's okay.

I know what it's like to be bored in that job, to have mastered everything that you care to master, to be ready to move on.

I know about that butterfly-inducing decision to begin the job.
LESSON PLAN O’ THE BI-MONTH

Walk the Web

This issue’s lesson plan is “Web Walk,” submitted by Valerie J. Andrews of Georgia College & State University in Milledgeville, Ga. The exercise—appropriate for mass communication and news-writing courses, is intended to help students learn about Internet research and accuracy.

Says Andrews: “Because today’s students have been raised on the Internet, they tend to believe everything they read there. They also rely on the Internet as their primary—or even sole—news source.

“This exercise seeks to help students look at various approaches to online research, evaluate the accuracy of information they receive online, understand the role of the gatekeeper in legitimate media (and) realize that not all information is available online.

Andrews suggests dividing the class or staff into teams of 3-4 students. Each team must complete the worksheet and return it within an hour. Afterwards, she and the students compare and check answers for accuracy and source, and they discuss the ways various teams found their answers.

For more information on this lesson plan, contact Andrews at valerie.andrews@gcsu.edu.

To submit your own lesson plan—and help out your fellow advisers—e-mail the editor at christopher.evans@uvm.edu.

| Name: __________________________ |

Web Walk

Search for the answers to these questions on the Internet. Note what search engine(s) you used, what site had the information you needed and the answer(s) to the questions.

<table>
<thead>
<tr>
<th>Search engines used</th>
<th>URL visited</th>
<th>Answer</th>
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<tbody>
<tr>
<td>1. What was the subject of the column I wrote for the Loyola Maroon?</td>
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<td>2. Who founded the YMCA Blue Ridge Assembly?</td>
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<td>3. What courses will I be teaching Fall 2007?</td>
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<td>4. What is my middle brother’s middle name?</td>
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<td>5. In what city is Northwestern State University located?</td>
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<td>6. Who was the first mayor of Gonzalez, Louisiana?</td>
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<td>7. Who is the choir director at Guilford College United Methodist Church?</td>
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<td>8. What is the name of the student newspaper at the University of Southern Mississippi?</td>
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<td>9. Who is the marketing director at Camco Manufacturing, Inc.?</td>
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<td>10. Who is the publisher of the Journal for Minority Medical Students?</td>
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By Michael Koretzky
Florida Atlantic University

For some reason, the students who attend our student media conventions seldom talk to each other. They listen to the presenters and the critiquers, they visit the vendors, and they explore the host city’s restaurants and bars.

But they don’t talk to other students.

The CMA once sponsored student mixers, much like it does for advisers on Friday and Saturday evenings. But pitifully few students ever showed up, and even then, that painful hour resembled a high-school dance, with no one venturing far from the safety of their clique.

So in St. Louis, eight of my students tried to reverse that psychology by hosting a Saturday night poker tournament, with the winner receiving the brand-new portable poker set they played with.

We had 40 kids crammed into a suite and my adjoining room. What impressed me wasn’t the fact that they all knew the subtleties of Texas Holdem, but that most of them stuck around to have me critique their papers.

So I played matchmaker and hooked up like-minded staffs. By midnight, I was happy to see those staffs paired off, sitting on the floor and flipping through each other’s newspapers. The last stragglers didn’t depart until 3 a.m.

Some of my students ended up hitting the town with their newly made friends – which is part of their “contract” with me. I require my students to socialize at conventions as well as attend a minimum number of sessions—or their room and registration won’t be covered.

I don’t really care about their social lives, but in meeting fellow student journalists, they’ll inevitably chat about their particular media outlet. In this way, our staff has learned some novel solutions to seemingly intractable newsroom problems.

Sometimes, they simply come home with a deeper appreciation for what they’ve got, because, in the words of one of our editors, “Man, those guys really have issues. I’m so glad we’re not them.”

Anyway, RJ Morgan, the sports editor at Mississippi State, went home with the $100 portable poker set. And I went to sleep at 3:30 a.m.
Students take to the streets to capture the spirit of St. Louis

First Place: A local woman paints a picture of famous St. Louis Arch on the Riverbank of the Mississippi. Photo by Annabelle Ombac, aombac@vt.edu, Virginia Tech.

By Bradley Wilson
North Carolina State University

From a photographer’s point of view, the St. Louis convention was a dream.

It’s just not that often photographers get to cover the celebration after a local team wins the World Series. On a good, fall day, St. Louis is pretty photogenic, but the World Series win provided no shortage of opportunities for college students in the Shoot-Out.

The top entries showed complete grasp of the basic technical aspects of photography. They went beyond that to show a grasp of composition, including use of the rule of thirds and the use of foreground/background layers.

The best of the best went beyond to find meaning beyond what was obvious in the photo. It was easy to snap a picture at the World Series party, but it was hard to tell a story.

In the “areas to improve upon,” photographers need to first follow the directions, including writing an appropriate caption. In terms of content, they need to look for images that tell a story.

At the college level, photojournalists should be able to do more than shoot snapshots. Then they need to do basic color correction and cropping in Photoshop so their photos are displayed in the best possible light whether in print or in a classroom.

Next year’s fall Shoot-Out will be in Washington, D.C. It will be tempting to shoot images that could appear on postcards, just as it was with the Arch in St. Louis.

But the top entries will, inevitably, tell a story and put it in the context of the city.
Top Left - Third Place: Cardinals fans avoid a puddle of water in Kiener Plaza Thursday in St. Louis, Missouri prior to game four of the World Series against the Detroit Tigers. Rain showers earlier in the day left the ground soggy and sidewalks abundant with puddles. Photo by Crystal LoGiudice, Louisiana State University.

Bottom Left - Second Place: A group of men cross the Mississippi River heading into St. Louis on Metrolink Friday afternoon. Photo by Eric Hiltner.

Top Right - Fourth Place: The streets of St. Louis tell the story of its victory. Photo by Miranda Depenbrock, Northern Kentucky University.

Bradley Wilson has collected all the contest entries at http://www.jea.org/curriculum/stlportrait.
Briefly speaking …

Liaison Updates

The Association of Christian Collegiate Media (liaison Sheridan Barker) is continuing a relationship with the Fieldsted Foundation, and held an advisers workshop in Chicago in July 2006. The ACCM is exploring the idea of having a convention every two years.

The California College Media Association (liaison Rachele Kanigel) held its third-annual CCMA summer editor’s bootcamp and second-annual advertising bootcamp. CCMA also worked with the California Newspaper Publisher’s Association on two pieces of legislation recently signed by the governor. The new laws protect student newspapers from censorship in the wake of the Hosty decision and make it a crime to steal free newspapers.

The Illinois Community College Journalism Association (liaison David Levy) is growing, with 30 member schools and a vibrant spring awards convention.

The Indiana Collegiate Press Association (liaison Vince Filak) is working with the Hoosier State Press Association on legislation to counteract the Hosty decision. They are also pursuing a grant to digitize the entire history of the ICPA as well as planning a 50th anniversary celebration in Terre Haute for April 2008.

The Society for Collegiate Journalists (liaison Sheridan Barker) hosted twelve schools at the SCJ biennial convention at Valdosta State University in March 2006. The 2008 convention will be held at Barton College in North Carolina. SCJ’s Web site is online at www.scj.us.

Evans …

Continued from Page One

I want to hear from you. And from your students.

As I see it, the CMA newsletter should be for the students who create the College Media and for their Advisers—and also by them. Starting in this issue and in the issues to follow, I hope to have always content from advisers—a lesson plan or advising tips, perhaps—as well as content from students, preferably of the advice-giving kind as well.

Because, as any good adviser knows, we learn as much from them as they learn from us.

Like the CMA listserv that has become my adult-professional teddy bear, always there for comfort and solace, I hope that this newsletter will become a resource to help you improve your advising—or at least serve as enough of a resource to get you through till the next convention.
By Kelly Wolff
Educational Media Company, Virginia Tech
CMA Vice President

The debates of six or eight years ago about school administrators who fought the expansion of student newspapers into websites, citing everything from fictional advertising restrictions on .edu domains to the candid wish to not have the work of student journalists available to a wider audience, now fall into the category of quaint (if they’ve relented) or scary (if they are still obstructing online publishing.)

With commercial news organizations reporting 25 to 30 percent annual gains in online revenues and losing battles against steady declines in print circulation of flagship daily papers, we can safely say the debates are over.

Student media organizations that don’t offer experience in new media content and business put their students at a disadvantage in today’s job market.

Student media not strategically positioning themselves to provide compelling new media products in addition to traditional print products—as long as they are still viable revenue sources—are condemning themselves to a long, slow decline.

Members of CMA’s professional advisory council, a group of New York media professionals who speak at the Spring National College Media Convention each year, have been blunt: Paul Conley, a consultant for traditional, online, and B2B media, warned in March 2006 that he would not even interview any journalism graduate who could not code simple html links, as well as shoot and upload snippets of digital video and audio.

With a new think-tank, Center for Innovation in College Media, CMA members Bryan Murley of Emory & Henry College, Ralph Braseth of the University of Mississippi, and Chris Carroll of Vanderbilt Student Communications have emerged as leaders urging college media to move sooner, rather than later, to adopt new content delivery methods and new curricula.

Bryan’s blog, started at the CMA website and now at http://www.collegemediainnovation.org, is a must-read compendium of useful information about what’s new.

College Media Advisers is committed to providing more training for advisers in new media. CMA is partnering with CICM for intensive, hands-on workshops. Dozens of advisers attended Advising Today’s College Media in August 2006, where the topic was Advising in a Wireless World.

In March 2007, CMA will offer a two day CICM workshop as an add-on to the New York spring convention. CMA president Lance Speere has asked all of CMA’s member-volunteer programming committee chairs to devote at least 25 percent of convention programming to new media topics.

Look for registration information for the new media add-on workshop and the Spring National College Media Convention in January in the mail and at http://www.collegemedia.org.

By Chris Evans
The University of Vermont

Convention adviser receptions can be a time to catch up with far-flung friends, but rarely do the advisers doing the catching up happen to have been flung from the exact same spot.

However, at the second adviser reception in St. Louis, just such a convergence occurred.

Convention attendees (from left) Betty Clapp, Sherrie Farabee and Kaylene Armstrong all advised at one time or another at Lorain County Community College in Ohio.

Clapp started in August; Farabee, now at Southeast Missouri State College, worked there from 2003 through last spring; and Armstrong, now at Brigham Young University, worked at the school from 1997 to 2002.

Said Capital University (Ohio) adviser Kelly Messinger, who snapped this pic, it’s “sort of a legacy thing.”

Photo by Kelly Messinger, Capital University
Write for us!

Okay, you’ve pored over the submissions policy. You’ve talked to your friends, family and students about whether to submit and now you’re still wondering:

What the heck does College Media want me to write?

Here’s what we’re looking for:

• Adviser stories of success, failure, fun and sadness from the world of collegiate media. Feel free to write in first person, even though all those high school teachers are still telling our students it’s not allowed.

• First-person student stories of the same. What did they learn at the conventions? What are they struggling with in the newsroom? Remember, it’s national publication if they get chosen, and that’s pretty sweet.

• Lesson plans and adviser tips that have worked for you and that you’d like to share.

• Personal updates as you move up in the world. (We’ll also accept personal downdates as you move down, but we tend to get fewer of those.) Let us know when you (finally) get that Ph.D. Tell us about that move from Orlando to Vermont that has you loving your new job but wondering where of where the sun has gone.

And nearly whatever else your mind can come up with.

Personally, I’m begging for someone to ask me for tips on romance or annoying relatives. I’m sure I could do as well as Dr. Drew . . .

Send submissions and questions to Christopher.Evans@uvm.edu.

The 411...

March 8-11, 2007
Associated Collegiate Press
National College Newspaper Convention
Portland, Ore.
http://studentpress.org/acp/

March 15-17, 2007
College Media Advisers
Spring Convention
New York, N.Y.
http://www.collegemedia.org

March 28-31, 2007
College Newspaper Business and Advertising Managers
Annual Convention
Portland, Ore.
http://www.cnbam.org