D.C. – Where knowledge meets power

It's not just the nation’s capital, it's a bona fide global news capital.

Thousands of Washington, D.C., the politicians, lobbyists, publicists and others who feed the media machine. That population will grow by thousands more when the annual National College Media Convention—the largest gathering of student journalists and advisers in the world—comes to town this October.

The convention spans October 24 through October 28 at the Hilton Washington. Delegations are urged to make their reservations early.

ACP, CMA and CBI are planning nearly 400 practical and professional learning sessions, from high-profi le keynotes to specific, problem-solving breakouts, workshops and discussion groups and more. Other convention activities include an exhibit hall with vendors who sell to student media, ACP’s Best of Show contest, receptions, awards convocations, critiques and a newspaper job fair.

Breakout sessions for print and online newspapers, broadcast stations, yearbooks and magazines are planned to meet the publishing and broadcasting needs of all colleges and university student media. Some are specifically for college dailies, some for journalists at community colleges and private schools. Others are for those who are looking for the latest information from the FCC affecting their campus radio station. Whether it’s ethics and law, technology and design, advertising and business operations, photography and art or just the basics of news writing and reporting, this convention covers all the bases. With more than 2,500 delegates at the 2006 convention in St. Louis, the annual ACP, CMA and CBI fall gathering has become the best place to seek solutions to the most challenging publishing and broadcasting problems, share success stories, see what’s new in the media marketplace, discover trends and network with students and advisers from the United States, Canada and often other countries.

Of course, when you’re visiting Washington, D.C., there’s much more to the experience than what you learn from the convention programming.

Whether it’s a visit to Capitol Hill, the many memorial monuments (including new World War II Memorial) or one of the Smithsonian museums that line the Mall, there are hundreds of places to see during your stay in Washington, and many are free. You can use the Metro to get around while you’re there — go to www.wmata.com to find out more.

Info & Deadlines

- REGISTER ONLINE: http://www.studentpress.org/acp07dc/regform.html
- HOTEL RESERVATIONS - Oct. 3* Contact the hotel for Web Reservations (http://www.hilton.com/en/hi/groups/personalized/dcawhhh_ncc/index.jhtml)
- End earlybird (reduced) registration fees • Oct. 9
- Convention workshop registrations due • Oct. 9
- Last day to mail registration to ACP • Oct. 17**
- Last day to fax registration to ACP • Oct. 19**
- Last day for online registration • Oct. 19**

* After Oct. 3, rooms may still be available, but phone the hotel before faxing or mailing a reservation. If there is no availability, phone ACP at 612-625-8335 or e-mail info@studentpress.org.
** Walk-in (on-site) registrations are accepted beginning Wednesday, Oct. 24 at the convention registration desk.
The thrill of victory

Supporting a losing team ain’t easy. Ask alumni of Prairie View (Texas) A&M University, which holds the record for the longest string of football losses. During the 1990s, the Division I-AA team posted 80 straight losses — far outdistancing the second-longest streak of 44, claimed by Columbia.

On the other hand, Oklahoma won 47 games in a row in the 1950s, the longest Division I winning streak of all time.

If you follow any sport, you know about wins and losses — what sportscaster Jim McKay used to call “the thrill of victory and the agony of defeat” in his introduction to ABC’s The Wide World of Sports (1961-1998).

Right now, I know loss. I just returned this evening from a football game. My school — Missouri Western State University, ranked 19th in NCAA Division II coming in — was soundly thumped by 9th-ranked Northwest Missouri State University.

With the two state schools only 45 miles apart, the game is an annual grudge match, giving the victor bragging rights for at least the next 12 months. Unfortunately, Western has lost 10 of the last 12 meetings. As a result, I just don’t mention football when I’m around my good friend and CMA colleague Laura Widmer, a green-and-white Northwest Bearcat.

When we’re connected to losers…

[The Kansas City Chiefs were 0-4 in preseason and lost at home in the season opener against Houston. Our high school football team is 1-2, and my younger daughter’s JV softball team is 3-8.]

…it’s the agony of defeat.

Given the choice, I daresay all of us want to be identified with winners, as though their victories say something about us, perhaps our wisdom in making good choices.

This is just as true off the gridiron as it is on it. While football is a wonderful pastime in and of itself, it also reflects much of life, where the contests are much more important than Saturday night ballgames.

In fact, we in CMA face many challenges during the next several years. Among them:

° The First Amendment rights of our student journalists are facing some of their greatest assaults in years.
° We advisers are increasingly pressured by administrators to censor our students’ work.

° And when we draw administrative ire, our jobs are more frequently on the line.
° Technology today is offering ever more marvelous opportunities for journalism and its practitioners; yet, that same technology is ever more complex, difficult to master and expensive to afford.
° Surveys tell us that the rift between traditional media and their audiences continues to grow while those same audiences continue to shrink.

Few, if any, of us have all the answers, but working together, we can meet these challenges. You have only to check out the program for our fall conference next month in Washington, D.C., to find dozens upon dozens of sessions that cut across these issues and help to equip you for success.

And if you’re hungry for a super serving of technology, make plans to join us for our pre-convention workshops in March in New York City. You’ll get a bellyful. Watch your mail and upcoming newsletters for details.

Those same issues, among others, are at the heart of the agenda for my next two years as president of CMA, an agenda that I will present to the CMA board of directors this month and to membership in the next issue of the CMA Newsletter.

Working together for the benefit of one and all is what CMA is all about. Working together means we never have to go it alone. Working together will allow us to overcome adversity and enjoy the thrill of victory.

By the way, just in case you’re curious, Prairie View has started this season 2-0, and the Sooners are 3-0. Western is 2-1 for the season while Northwest is 1-1.

Look for me in D.C., and let’s chat over a cup of coffee. I’m buying.

You can reach “Coach” Rosenauer, CMA’s President-Elect from Missouri Western State University, at rosenauer@missouriwestern.edu
Sessions for Advisers and Grad Students

The research committee would like to invite all advisers and graduate students to two sessions in Washington, D.C. designed especially for them.

The first session, beginning at 10:00 a.m. in Jackson, Terrace Level, will feature current research and its application to teaching and advising. The first paper, presented by Brad Wilson and Lee Williams, both from North Carolina State University, will focus on counting sources as a means of evaluating objective news stories. The second paper, presented by W. Joe Watson, Baker University, will be a case study on how to build a broadcast journalism program on a small budget. The final paper, by Mark Butzow, Western Illinois University, will examine the effects of the Hosty ruling on student media. Following the paper presentations, there will be time for those attending to ask questions and discuss the issues raised by these presentations.

Following this session, at 11:30 a.m. in Jackson, Terrace Level, the research committee will offer a panel discussion on the how and why of doing college media research. The panelists will be Robert Bohler, editor of College Media Review, from Texas Christian University, Robert Bergland, Missouri Western State University, and Ron Spielberger, University of Memphis. Each of the panelists has experience in researching, writing or editing college media research and will discuss how to do college media research and why it is important to do so. This session will provide information for advisers and graduate students who are considering doing college media research, or who are interested in the implications of current research. There will be ample time following the presentations for those attending to ask questions and get advice on how to do media research.

New Media Workshop sessions Friday-Saturday

How to make the most of New Media opportunities and harness that power in your operation is the focus of a series of half day workshops during the National College Media Convention.

Workshop leaders will be experienced professionals from the Radio and Television News Directors Association (RTNDA) educational foundation, along with Adobe Systems, Inc.

The New Media trainers from the RTNDA educational foundation will explore how to cover, develop and deliver news and information online with a “web first” newsroom strategy for connecting with your audience. Learn what makes a media web site have appeal and explore how to assemble text, audio and video components into web savvy presentations.

Supplementing RTNDA’s focus on content development, Adobe Systems, Inc. instructors will lead sessions on the interactive power of the new Adobe Creative Suite 3 array of software. Participants will explore one of four sequences on Adobe software in a hands on setting, learning (1) how InDesign CS3 can instantly repurpose documents for interactive delivery; (2) how Dreamweaver and Contribute can streamline updates to your web site; (3) how to add attention-grabbing motion to online visuals using Photoshop/IllustratorCS3; or (4) how to create PDFs that “pop” online using Acrobat Professional. Attendees will leave with trial software and tutorials.

These sessions are available as a convention workshop add on, requiring advance registration and a fee of $29 to help defray the costs of equipping a computer lab for hands on training. Advance registrants will confirm session assignments on Thursday at the registration area of the Exhibit Hall (Concourse Level). Instructional sequences will be filled on a first come, first served basis. Preferences cannot be guaranteed.

REGISTER ONLINE: http://www.studentpress.org/acp07dc/regform.html

In addition to nearly 400 educational programs, attendees can explore the many faces of the nation’s capital.
Illinois governor approves college press protections

© 2007 Student Press Law Center

ILLINOIS — A new set of protections for student media at state colleges will take effect in January after gaining final approval from Gov. Rod Blagojevich (D) in September.

The College Campus Press Act, passed by the state legislature in June and signed by Blagojevich Aug. 31, declares any student media outlet at a public college to be a “public forum for expression by the student journalists and editors.” The law also prohibits school officials from exercising prior review, regardless of whether the publication is sponsored by the school.

Illinois Sen. Susan Garrett (D-Lake Forest) introduced the bill in early February — with assistance from the American Civil Liberties Union — in response to a 2005 ruling by the 7th U.S. Circuit Court of Appeals. That decision, in Hosty v. Carter, said college-sponsored student publications that are not designated as public forums can be controlled by school administrators in the same way high school officials can control student media on their campuses.

The new law, by making all student publications at public colleges “public forums,” effectively nullifies the Hosty ruling in Illinois for student media. The decision remains in force in Indiana and Wisconsin, the other two states that make up the 7th Circuit.

The Illinois law makes student reporters and editors responsible for all content decisions — including decisions about advertising — and gives state schools immunity from being sued over material printed in campus media. It also protects media advisers from being “terminated, transferred, removed, otherwise disciplined, or retaliated against for refusing to suppress protected free expression rights of collegiate student journalists and of collegiate student editors.”

Administrators may punish student journalists only for material that constitutes “harassment, threats, or intimidation, unless constitutionally protected, or for speech that is not constitutionally protected, including obscenity or incitement.”

Bosley settles case with Ocean County College

NEW JERSEY — Ocean County College will pay reinstated newspaper adviser Karen Bosley $90,000 and return her to teaching journalism classes to settle a lawsuit she filed when the school took away her classes and refused to renew her contract as adviser in December 2005, Bosley said in an e-mail.

The agreement was reached earlier this month also calls for Bosley to teach two English classes, rather than the introductions to communications courses she had taught and hoped to gain back through the lawsuit.

“I am happy to have the travesty in human dealings this case represents finished,” Bosley said in a statement. “I am relieved the lawsuit is over, the three Viking News former editors and I have been vindicated and I have back both the advisership and my journalism classes.”

Bosley, who had served as adviser to the Viking News for 35 years until she was removed and is also a former member of the Student Press Law Center Board of Directors, said the New Jersey public school’s actions were detrimental to journalism and education at the school.

“In all of these maneuverings, as in almost everything else, sadly, the very last consideration is the welfare of students,” Bosley said. “From the very beginning, student expression angered and embarrassed the college’s leadership, and the actions against me resulted. All the journalism groups who investigated the college said this. Students, sound educational principles and the First Amendment were trampled.”

Bosley’s lawsuit was filed in federal district court in June 2006 against college President Jon Larson and several top administrators, whom it accused of violating Bosley’s First Amendment rights and discriminating against her on the basis of age.

Stellar keynoters to headline October convention
Colleges, which includes subscription to College Media Review, Newsletters and membership privileges runs from July 1 - June 30.

-- Memberships 

CMA Memberships only:  
- CMA Active member (1 year)*................... $80.00  
- CMA Active member (2 years)................... $155.00  
- CMA Associate member (1 year)**.............. $80.00  
- Business/Institutional Membership (1 year) $240.00

Combined memberships:  
- CMA & Student Press Law Center (SPLC) ... $110.00  
- CMA & Community College Journalism Association (CCJA) .................. $120.00  
- CMA, SPLC, & CCJA ............................ $150.00  
- CMA & SPLC (2 years) ......................... $215.00  
- CMA, SPLC, & CCJA (2 years)................ $295.00

*Active members shall be extended to individuals who are performing duties as advisers, supervisors, or directors of educational, business or technical phases of student publications operations in colleges or universities and those involved in journalism education.  
**Associate membership shall be extended to individuals or organizations whose profession or business brings them into close contact or association with any one of the various phases of student media operations. If Associate, explain position.

-- Publications (monograph member prices)  

- Law of the Student Press-A book that examines the legal issues confronting America's student journalists, advisers and administrators ............ $20.50  
- College Media Advising: Ethics and Responsibilities ........................................ $12.00  
- Responsible and Ethical Decision Making: Advertising and Editorial Content........... $22.00  
- Governing College Student Publications .... $22.00  
- Annotated Bibliography of Cases at the Student Press Archives  
  (Macintosh Disk-Microsoft Word)............. $22.00  
- New Adviser Handbook........................ $85.00  
- Non Member Price................................. $160.00

How would you like to receive your newsletter?  
- In the mail  
- By email

CMA Federal I.D.# is 35-1394342

Please fill out the information below as you would like it printed in the CMA membership directory. This will also be the address we use for mailing purposes.

** About You **

Dr./Mr./Mrs./Ms._______________________________

Title ________________________________

Address________________________________________

City_____________________________State________

Zip (+4) ___________ – ___________ 

Phone (office)__________________________

(fax)__________________________ (home)____________________

E-mail__________________________

** About Your School **

School Name________________________________

Enrollment__________________________

_________ Public _______ Private _______ 2-Year _______ 4-Year

Supervisor Name, Title, Dept._____________________

** About Your Job **

Media Advised:  
- Newspaper - Name ____________________________

- Frequency Published__________________________

- Yearbook - Name ____________________________

- Video Yearbook - Name ______________________

- Magazine - Name ____________________________

- Radio - Name ________________________________

- TV - Name ________________________________

- Journalism Educator Other______________

- Year you joined CMA________________

** More About You **

Indicate the number of years experience, professional and advising combined, you have in each area:  
- Newspaper ____ Photojournalism ____ Radio

- Magazine ____ Yearbook ____ Television

- Video Yearbook

What is your area of expertise? i.e. Design, Broadcast, Reporting

Don't forget to renew your membership today. Not sure of your membership status?  
Contact Ron Spielberger at CMA Headquarters (email: rsplbrgr@memphis.edu)
CLASSY HALL OF FAME: Illini Media, independent student media at University of Illinois in Urbana-Champaign, will induct 15 alumni into its Illini Media Hall of Fame in September.

“Over and over we hear from alums, like those we are honoring this weekend, that working here shaped their lives and careers,” Illini Media Publisher and General Manager Mary Cory said. “Friendships made and lessons learned at Illini Media stay with our students all their lives. Our Hall of Fame members are real-life inspiration for students working at Illini Media now who will hopefully continue our tradition of excellence.”

All the inductees, nominated and selected by fellow alumni, are former student employees of The Daily Illini newspaper and WPGU-FM 107.1, two units of Illini Media. Illini Media also consists of BuzzWeekly, Illio yearbook and Technograph engineering magazine.


GRANT APPLICATIONS DUE: CMA is accepting requests for the Ingelhart First Amendment Fund grants through Oct. 10. The grants will be awarded at the ACP/CMA convention in Washington, D.C. in October. The College Media Adviser grants from the Ingelhart First Amendment Fund will be especially poignant this year because of the legendary adviser’s death on January 7.

The Ingelhart First Amendment Fund was established by College Media Advisers Inc. and donors to educate campuses and communities about the freedoms protected by the First Amendment. The fund is named for Louis E. Ingelhart, builder of Ball State University’s journalism department, dedicated defender of the First Amendment and mentor to a multitude of college and high school media advisers.

There is no application form. Applicants need only to explain in a letter why their proposed program deserves funding. A total of $1,000 is the maximum amount that each school can be given.

Requests will be reviewed by CMA’s Media Law Committee, and grants will be awarded by CMA’s Board of Directors. To have your program considered for the award, please send or email your proposal and its cost to: Annette Forbes, CMA Treasurer, Iowa State Daily, 108 Hamilton Hall, Ames, Iowa 50011; email: aforbes@iastate.edu.

MILESTONES: After more than 40 years in various roles at The Independent Florida Alligator, Ed Barber recently resigned as president and general manager of Campus Communications, Inc. due to ill health. CCI, the 501 (c)3 educational organization publishes the student-owned and run daily newspaper of 35,000 circulation. Completely independent of the university it serves, the newspaper has published for the benefit of the University of Florida in Gainesville since 1906. The Alligator became independent in 1973. Barber has been in the role from which he resigned for more than 30 years.

The CCI board of directors, with a four to two majority of student members, accepted Barber’s resignation with regret and immediately named him to the positions of president emeritus and executive director of the Alligator Alumni Association. In related news, Barber was named a distinguished alumnus of the University of Florida for the academic year of 2007. He was one of three named.

PROGRAM EXPANDS: Western Carolina University has completely revitalized the student television station with students are not only developing, writing, producing, editing and airing entirely original content, but soliciting underwriting for the first time. Some of TV62’s programming may be aired on on local cable access channels, as well, reports adviser Katherine Smith.

WCU has also established WCAT. The new “radio station” will be aired through the closed-circuit cable available on campus. Engineers are finishing up the new studio and a launch dates is set for early October. WCAT is studying the possibility of adding streaming “webcasts” for the future.

AUTHOR! AUTHOR! Thomas E. Winski, CJE, Assistant Professor of Journalism at Lindsey Wilson College is in the process of updating a high school journalism text with a co-author. The book is titled Journalism: Writing for Publication and is published by the Center for Learning, a division of Little Brown. It is actually a combination text and workbook with lesson plans included for the novice teacher/adviser. This will be the third edition when it comes out in 2008.

MULTI-MEDIA PRESENCE: Student media leaders at Tennessee State University have pledged to converge coverage and substantially increase their use of multimedia platforms to cover campus. This comes on the heels of The Meter student newspaper for its first time being named a finalist in the Associated Collegiate Press’s 2007 Online Pacemaker competition. The school’s yearbook has a returning adviser in the person of art professor Herman Beasley, who advised the newspaper and yearbook for years until 1997.

The school’s newspaper adviser, Pamela E. Foster, who advised both the newspaper and the yearbook from January

Continued on next page
Briefly speaking…

1998 through June 2007, was awarded tenure, named to the Student Press Law Center advisory council, and helped build a 21st-century newsroom prototype in August at the “Journalism That Matters” workshop at George Washington University.

MEMPHIS KUDOS: CMA’s Executive Director Ron Spielberger received the Communications Educator of the Year Award from the Memphis Advertising Federation.

DISTINGUISHED ALUM: A longtime student media adviser will join Western Kentucky University’s Hall of Distinguished Alumni this fall. Bob Adams, known as “Mr. A,” joined the staff of the College Heights Herald as a student in 1962 and hasn’t left Bowling Green since. He will join the 16th class of noted alumni who will be inducted during a Homecoming week luncheon Nov. 9. As a journalism faculty member and longtime adviser of WKU’s award-winning student newspaper, Adams has mentored hundreds of students who have gone onto careers at the nation’s top newspapers (Washington Post, USA Today, New York Times, Courier-Journal, Herald-Leader, etc.) or careers in other fields. More than 20 of his former students have been part of Pulitzer Prize winning teams.

Adams was named Journalism Educator of the Year by the National Association of Black Journalists in 2007, was inducted into the College Media Advisers Hall of Fame in 2006 and the Kentucky Journalism Hall of Fame in 2005. In the past four decades, Adams has helped hundreds of students obtain summer internships and full-time employment.

MORE MULTIMEDIA: The Arbiter at Boise State University Provided extensive coverage of the 2007 Fiesta Bowl, which for a student newspaper which had no print edition. “The coverage was pretty amazing and consisted of daily updates online in story, podcast and web video form. We had the second largest staff at the bowl game for local media,” reports adviser Brad Arendt. The results of our coverage paid off in the form of a special welcome back edition recapping the coverage, a 128 page glossy book which has sold over 7,700 copies and went on sale just 2 weeks after the game as well as launched our weekly web cast video.

Arendt also reports the Arbiter has also expanded and is growing in use of new media, expanding podcast offerings and web video portion of the paper.

NEW ADVISER: Sacha DeVroomen Bellman was named the adviser of the Recensio yearbook at Miami University. She also continues as adviser for The Miami Student newspaper and teaches journalism at the Oxford, Ohio school.

‘BETTER FIT’: Administrative oversight of LSU’s Office of Student Media was moved from the Division of Student Life and Academic Services to the Manship School of Mass Communication this summer. Student Media Director Jay Shelledy said, “Manship is considered a better fit for Student Media which, at times, sees its editors and station managers at odds with the administration and student government.”

STORY OF MONTH: Rachele Kanigel, assistant professor of journalism at San Francisco State University and adviser to Golden Gate Xpress, has launched The Student Newspaper Survival Blog. The blog, at http://collegenewspaper.blogspot.com, is a collection of news, notes and tips about college newspapering. It’s a companion site to her 2006 book The Student Newspaper Survival Guide (Blackwell Publishing).

Each month the blog will highlight a Story of the Month, an innovative, in-depth or investigative story that other student newspapers can use as a model or

Continued on next page
Briefly speaking...

teaching tool. To submit stories (including photo, text and video stories) for Story of the Month or to share other news about college media or examples of work, write to collegetechnical@gmail.com.

GROWING: The A&T Register at North Carolina A&T University in Greensboro, N.C., was accepted into SUN, the Southern University Newspapers group. The papers was awarded a Title III grant for the purchase of new iMacs, a color printer and software. “The last time the paper purchased computers was around 2001 ... so this is pretty hot. We've undertaken a redesign, increased our circulation by 1,500, increased our local ad/outreach efforts and the staff is working to promote the newspaper among students,” reports adviser Emily Harris.

NEW PRESS ASSOCIATION: A Florida College Press Association has been formed “with the incredible support and assistance of the Florida Press Association,” reports inaugural president Brian Thompson of Flagler College. “We've done all the official stuff we needed to do, and are now looking at membership drives and what the organization will ultimately become. Florida student media operations hwo are interested are urged to visit http://www.flpress.com/Students/FCPA/index.html or drop Thompson a line at bthompson@flagler.edu. Thompson advises The Gargoyle, at Flagler College.

The 411...

College Media Advisers
Fall National Convention
– Hilton Washington
Washington, D.C.

College Media Advisers
Media Pro Workshops
Roosevelt Hotel
New York, N.Y.

March 16-18, 2008
College Media Advisers
Spring Convention
Mariott Marquis on Times Square
New York, N.Y.

March 26-30, 2008
College Newspaper Business
and Advertising Managers
Annual Convention
San Antonio, Texas