

Summit to navigate new media landscape

As the economy and changing technologies affect the journalism industry, so do they affect college media: in terms of advertising revenue, delivery and internships or employment for our students.

And what's an adviser to do?

Well, let's figure it out together.

Join us Monday, March 15, on the 16th

floor skywalk at the Marriott in New York City for a conversation about navigating the new college media landscape with those in the trenches with you, your fellow advisers.

We know you have questions, and we know some of you are experimenting with some pretty creative answers. We want to

hear it all.

Led by current and former CMA leaders, this open discussion is intended to start the dialogue about the realities of the present and the possibilities for our future.

Please join us! For more information, contact Laura Widmer at lwidmer@nwmissouri.edu or Sally Renaud at ser-

New York Convention 2010

Arrive in NY early to attend workshops with pros

Mark your calendars, book your flight and join us in New York this spring. The 2010 College Media Advisers Spring Convention will be March 14-16 at the Marriott Marquis.

The convention highlights include three keynote speakers and more than 200 sessions for students and advisers. However, you'll want to arrive in New York early enough to take advantage of the pre-convention workshops that offer something for everyone. All but two of the workshops will be Saturday, March 13, and the times and early bird/regular rates are shown on page three.

Register early to ensure you get into one of the limited enrollment workshops.

Naturally, it is best if you can bring your own equipment for any and all of the workshops.

Four award-winning journalists will lead the Multimedia Storytelling Workshop on Saturday. You will learn how to use collaborative reporting techniques to reach the next level. Learn from the pros, and then you'll hit the streets to experience new media storytelling.

Students will have an incredible opportunity to work on narrative writing skills with Pulitzer Prize winner Tom

Hallman. Hallman has agreed to look at writing samples from workshop participants before to the convention. You'll find the information below on how to submit your examples.

Magazine and newspaper designers will have the opportunity to improve their skills and work on new designs at the Advanced Design Workshop. Bring your laptop, sketch book and portfolio to really take advantage of the expertise at this workshop.

Throughout the convention, retired editor from The Washington Post, Bill Elsen, will be available to talk to students about resumes,

portfolios, clips, jobs and internships. Sign up for a time to meet with Elsen when you get to the convention. You'll find him in the exhibit area.

As of press time, we are still waiting to confirm our keynoters for our convention. Keep checking the collegemedia.org Web site for keynote information.

Most of the pre-convention workshops will be Saturday, March 13: 9.-11:30 a.m.

Photo Prep for Print and Web (\$39/\$59) Specifications for photos are quite

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Pre- convention workshop topics:

- * Photo prep
- * Audio editing
- * Multimedia editing
- * Photojournalism
- * Narrative storytelling
- * Newsroom management
- * Web publishing
- * Design techniques
- * Multimedia storytelling
- * Event coverage
- * Code breaking

READ MORE ABOUT KEYNOTE TERRY MORAN OF ABC NEWS' NIGHTLINE ON PAGE 10.



College Media
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Editor:
Sacha
DeVroomen
Bellman

College Media is the official newsletter of College Media Advisers, Inc., and is published during the school year for members and for others by request.

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EDITORIAL POLICY

College Media is the official newsletter of College Media Advisers Inc. Its mission is to provide news and short articles on professional development subjects two times a year to CMA members.

College Media does not accept advertising or editorial submissions from commercial entities. The exception is job postings, which are provided as a public service to CMA members.

College Media uses articles relating to professional development of CMA members, usually 750 to 1,200 words, occasionally longer for major topics. It also uses news briefs about subjects related to college media advising and about significant awards and personal milestones of members. News about students is used only when CMA competitions are involved.

SUBMISSION GUIDELINES

Digital submission is always preferred. For e-mail, include the item in the body of the e-mail or attach the file in either text or Microsoft Word format.

Send all editorial material to:
bellmasd@muohio.edu.

Take a good look in the mirror

BY ANNETTE FORBES
CMA TREASURER

"It is not the strongest of the species that survives, not the most intelligent that survives. It is the one that is the most adaptable to change." Charles Darwin.

No quote could be more profound as it pertains to our industry today. We are in the midst of revolutionary changes, which make for an exciting and challenging time to be in the media business.

Journalism will have a future. Of that we can be certain. But the future will only be bright for those who react quickly and with enthusiasm.

As advisers and mentors for tomorrow's leaders, we have to help implement, embrace and endorse change. We have to be willing to take the risks that will position our products for what our public is demanding. Gone are the days when we can assume people are reading what we think they want. We have to know what they want and in what format they want to receive it.

As teachers and leaders, we have to lead the change with vigor and commitment. We have to hire the best students and give them the guidance and support they need. If we aren't up to the changing times, then we need to get out of the way.

As leaders in college media we have a

perfect niche market, and now we have to create and carve our products to give our public the kind of information it wants. We have the audience and the genius of today's youth to pursue the loftiest of goals; we just have to be savvy enough to know what those goals are.

And so here we are, with a supreme opportunity to lead the change and give our students the experience of a lifetime. We can position our products for a more marketable

future, and we can position our students with the knowledge and experience they will need to land the big jobs.

But are we capable of reacting quickly to change and do we know where we are going? Hockey legend Wayne Gretsky once said, when asked why he was such a successful hockey player, "Most people skate to where the puck is. I skate

to where the puck is going to be."

As advisers, we should take that advice. We need to take a good, hard look in the mirror and ask if we are positioned for change and if we are willing to take the risks that are associated with that change.

If the future is really in niche publications and Web sites, then we have to identify, develop and market "our niche" quickly and relentlessly. We need to ask what they want and then quantify and endorse those niche products with the intensity of a star athlete. Then we have to protect and continually improve and latch on to every opportunity we can. Remember, it is not the strong who eat the weak; it is the fast who eat the slow.

...the future will only be bright
for those who react quickly and
with enthusiasm. As advisers and
mentors for tomorrow's leaders,
we have to help implement,
embrace and endorse change.

Check out the latest news at www.collegemedia.org

Conventions will load you with ideas

My yearbook editor told the staff that she dreams yearbook.

I know what she means.

Yearbook ideas come to me at the strangest times. I will be driving on a highway and I will think of a new way to maestro. I will be having coffee with a friend and I will think of a new way to rally the troops. I will be reading a book and notice a use of a drop cap that I want to share with my staff.

Yearbook manages to consume me, even as it competes with my classroom, department and university and CMA duties.

And I know I am not alone. This is what happens to advisers who deal with staffing issues, deadlines and daily troubleshooting, but also with the fun of working with budding journalists and novice newsrooms. Whether you are at a small or large, private or public, two-year or four-year school, the advising you do is always on your mind.

So, I look forward to traveling to New York City in March to talk with staffs around the country and fellow advisers to learn new techniques and to be inspired. The CMA convention always

does that for me. It is fast and frantic ... and fun.

Every year I find encouragement from my peers and from the students who attend sessions. These are people who understand what I do, who celebrate successes and help avoid failures. And they give me the strength to go back to my newsroom with renewed energy and new commitment to my position.

The yearbook at Eastern Illinois University runs from March to March. So, by the time I come to NYC we will have chosen a new editor for the 2010-2011 book and we will be starting on the ladder, hiring middle management, preparing workshops and retreats and covering end-of-the-year events.

The convention will load me with handouts for my staff, workshop ideas and training techniques, as well as design and software innovations. I take lots of notes, visit all the exhibitors and return armed with the resolve to finish the year on a high note and to prepare for the all-staff retreat and training in



**Sally
Renaud
CMA
president**

the summer.

And join me, the CMA board and your fellow advisers for our receptions at the president's suite on Sunday and Monday nights. I hope to hear what all of you have been doing during the day and what advice you have for me ... and to catch up on what you've been up to. It's always one of the best parts of the convention: a few drinks, good company and good conversation.

In addition, on Monday, the advisers' summit to address the future of college media will help us all navigate the uncertain waters of the coming years. I am interested to hear the discussion (started on the listserv in November) continue. We can learn from each other's situations and visions as we forge our next decade and beyond.

So, I hope to see you in NYC, to talk, to share stories, to renew friendships, and to pass along those yearbook ideas that just keep popping up!

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Summer 2010 workshop not just for new advisers

Come to St. Petersburg this July for the dual track workshop for advisers.

One track is for those with more than three years experience and another for new advisers. The workshop includes a full day at Poynter Institute on New Media Essentials.

The dates of the workshop are July 11 through the afternoon of July 14.

The accommodations are at Sirata Beach Resort and Conference Center. Rates are \$129 single/double per night for one-bedroom suites. It includes free Internet and free beach cabana. The hotel has agreed to extend the group rate for two days before the workshop and two days

following.

To make room reservations, you may call the Sirata reservations department at 1-800-344-5999 and ask for the College Media Workshop rate. The hotel is located at 5300 Gulf Beach Boulevard, St. Pete Beach, Fla.

A workshop registration form will be mailed and an online workshop registration site will be up following the New York Convention.

Anticipated workshop registration fees: early bird rate \$240 for CMA members. Regular registration rate for CMA members following early bird deadline is \$275.

St. Petersburg conference includes new media day at Poynter Institute

Board appoints Koretzky NY convention director

The CMA Board of Directors selected Michael Koretzky, an adviser for the student newspaper at Florida Atlantic University since 1999, to lead CMA's spring conventions in 2011 and 2012.

Koretzky was one of three candidates for the position. Each candidate submitted a proposal that included ideas for updating the convention and exploring ways to improve membership involvement.

Koretzky follows in the footsteps of past spring convention director Jan Childress and current director Laura Widmer, who is busy finalizing plans for the 2010 convention March 14-16.

Koretzky's plans for the convention include:

*To recruit more professionals to speak

*To offer more media tours in New York.

*To send more students out into the street to do journalism during the convention.

*To improve the sessions, including the topic, presentation and scheduling. "We'll even give a session on how to give a better session," he said.

*To make the convention more fun for advisers. "We're going to make the mixers more comfortable and the volunteering much easier to sign up for."

Koretzky has been very active in CMA, organizing the Cereal and Critique at the last few fall conventions. He also has been instrumental in organizing First Amendment Free Food Festivals, which now are being held at various colleges throughout the country.

He also is on the national board of the Society of Professional Journalists as well as on the Advisory Board Steering Council for the Student Press Law Center.

He is the adviser for the University Press at Florida Atlantic University.

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different between print media and Web uses. This hands-on workshop will show you photo naming, filing, improvements, sizing, cropping, and saving for these two end uses. (Prior registration required)
Instructor: Peggy Elliott.

noon-2:30 p.m.

Audio Editing with Audacity (\$39/\$59)

Editing audio is the foundation of multimedia production. Add another dimension to your storytelling by learning the basics of Audacity, a free audio editing tool. In this session you will learn how to create an audio story from start to finish. We will walk through the production process of non-linear audio editing on a timeline and how to use audio editing tools. Bring a set of headphones. (Prior registration required)
Instructor: William Murphy.

3-5:30 p.m.

Multimedia Storytelling with Soundslides (\$39/\$59)

Soundslides makes combining still images with audio a feasible multimedia storytelling option for any journalist. In this session we will take still photos and MP3 audio files and produce a multimedia flash presentation ready to add to your Web site. We'll walk through the process from importing and editing to exporting and posting for the Web. Bring a set of headphones. (Prior registration required) Instructor: William Murphy.

9 a.m.-5:30 p.m. Photojournalism Techniques and Digital Photo Workshop

This workshop enables participants to hone their shooting techniques, while also improving their interpersonal and storytelling skills. The workshop will inspire and motivate participants in the documentary photojournalism spirit and provide an opportunity to discover a fresh perspective for your work. In addition to just taking photos, photojournalists are now responsible for

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digitally editing their images, archiving them and producing audio-visual shows to display their work online. In this all hands-on workshop, we'll review techniques in Photoshop for preparing photos for use in print/online, develop archiving techniques and produce a Soundslides presentation, including audio and visuals. The presentation will include discussions of Flickr Photo blogs and Twitpic. Laptops with CS3 will be available. Participants should bring along a digital camera. If personal laptop is brought – download Soundslides and CS3 before attending the workshop. Download a demo version of Soundslides from [soundslides.com](http://www.soundslides.com) and a trial copy of CS3 from <http://www.storecs3.com/us>. (Prior registration required)

Instructor: Bradley Wilson

9 a.m.-4 p.m.

Narrative Storytelling with Pulitzer Winner Tom Hallman (\$59/\$79)

This workshop will help you develop your narrative writing and storytelling skills. Tom Hallman, a Pulitzer Prize winner, leads this workshop, and he believes that every reporter – no matter how many years in the business – can learn how to spot stories and write them in ways that resonate with readers. The ability to write has less to do with pure talent and more with understanding of craft, vision and emotion. Hallman has asked that you send some samples of your writing in advance of the workshop. Please send to: cmanyportfolio@gmail.com. Also, please bring the following: reporter's notebook, laptop (if available), audio recorder (if available) and ideas for stories. (Prior registration required)

Instructor: Tom Hallman (The Oregonian).

9 a.m.-1 p.m.

Newsroom Management for Newspaper Editors (\$39/\$59)

This workshop will cover most of the essentials of managing a newsroom regardless of the frequency of publication and size of the staff. Topics include

recruiting, hiring and firing staff, organizational structure, mediating staff disputes, staff meetings, deadlines, working with advisers and governing boards, staff manuals, pay or other incentives for work, staff morale, building credibility with readers, handling controversies and other essentials. (Prior registration required)

Instructor: Mark Witherspoon

2-5 p.m.

Web Publishing with Content Management System (\$39/\$59)

You've got words, images, video and multimedia content, but how do you make it look good on the Web? Free content management systems provide an easy way to organize and publish professional-looking online publications in a matter of hours. Creating a dynamic online news publication or yearbook has never been easier! (Prior registration required)

Instructor: Bill Neville

9 a.m.-5 p.m.

Advanced Newspaper and Magazine Design Techniques (\$59/\$79)

An award-winning design editor for Cigar Aficionado and the six-time editor of The Best of Newspaper Design lead this daylong session of information, ideas and encouragement in visual journalism. We'll tackle some fundamentals and move quickly into the latest trends in magazine and news design – seen through hundreds of ideas for photos, graphics and stories. Bring copies of your paper, in either print or PDF, and we'll share quick ways to make big improvements. (Prior registration required.) Instructors: Ron Johnson, Leah Bailey and Jody Strauch.

9 a.m.-5 p.m.

Multimedia Storytelling (\$59/\$79)

Online news sites must look at the very best ways to provide information to their readers. This hands-on workshop will take you through the multimedia planning and execution with Web story packages.

This multimedia workshop is an immersion into the art of storytelling using multiple forms of media. Story development, videography, audio gathering, interview techniques and content editing for a multimedia project

are a part of the workshop. We'll look at Web-enhanced storytelling and how to improve those skills in this emerging form of media.

If you have it available, bring your own multimedia equipment – video or still cameras, audio recorder, laptop computers.

Instructors: Jennifer Ward (fresnobee.com), Steve Rhodes (WTHR-Indianapolis), Linsey Davis (ABC NewsOne), Lisa Renze (freelance writer, formerly with Indianapolis Star).

SUNDAY

9 a.m.-1 p.m.

New Media Coverage of Events – Breaking and Planned (\$39/\$59)

This hands-on workshop will take a look at planning event coverage for use online, including live chats, blogging, video and updates. Learn what it takes to cover the big football game, elections and other campus events.

In addition, we'll take a look at pulling together the tools needed for covering breaking news. What do you need to know before you're stuck in the middle of covering the unexpected? What tools should you be familiar with? What do you need to be sure your staff knows?

Best for editors who will be in charge of planning coverage and anyone who may be in charge of updating the Web site. (Prior registration required.) Instructor: Jennifer Ward (fresnobee.com)

MONDAY

8 a.m. to noon

Code Breaking (\$39/\$59)

Online journalism means more than writing and editing, so don't let the "geek talk" scare you. We'll do more than go over the basics of markup tags, we'll take a look at manipulating embed tags (that code that sites like YouTube give you to embed video), discovering data online and using free, existing online tools to add interactivity to your stories and sites (example: using TweetGrid to embed a specialized Twitter feed)

Best for beginners. (Prior registration required.)

Instructor: Jennifer Ward. (fresnobee.com)

SPRING NATIONAL COLLEGE MEDIA CONVENTION (March 14-16, 2010) HOTEL REGISTRATION

COLLEGE MEDIA ADVISERS

Only a limited numbers of rooms are available at this special rate.

Send this form to: The Marriott Marquis (address below) as soon as your travel arrangements can be confirmed (and no later than February 19, 2010)

Please print clearly or type

Contact Person _____

Contact E-mail _____

Telephone (Days) (_____) _____ Ext. _____

College /University _____

Address 1 _____

Address 2 _____

City _____ State _____ Zip _____

Adviser _____

Adviser E-mail _____

Telephone (Days) (_____) _____ Ext. _____

Arrival Date _____ Arrival Time _____

Departure Date _____ Departure Time _____

Telephone (_____) _____ Ext. _____

Fax (_____) _____

Group Leader Email _____

PLEASE INDICATE THE TYPE OF ROOMS DESIRED (Summary)

Single/Double # _____ @ \$ 259 per night plus tax* = \$ _____

Triple # _____ @ \$ 292 per night plus tax* = \$ _____

TOTAL ENCLOSED for first night's deposit = \$ _____

GUARANTEE THE FIRST NIGHT VIA (Check One)

Name on card _____

Type of Card: American Express MasterCard VISA Discover

Card Account # _____ Exp. Date _____

Signature _____

OR DEPOSIT CHECK ENCLOSED in the Amount of \$ _____

NUMBER OF ROOMS DESIRED (Room Assignments)

ROOM # 1 Please list room sharing arrangements

Room Type: Single Double/Triple

Name: _____

Name: _____

Name: _____

ROOM # 2 Please list room sharing arrangements

Room Type: Single Double/Triple

Name: _____

Name: _____

Name: _____

ROOM # 3 Please list room sharing arrangements

Room Type: Single Double/Triple

Name: _____

Name: _____

Name: _____

ROOM # 4 Please list room sharing arrangements

Room Type: Single Double/Triple

Name: _____

Name: _____

Name: _____

ROOM # 5 Please list room sharing arrangements

Room Type: Single Double/Triple

Name: _____

Name: _____

Name: _____

Please attach a sheet or duplicate this form if more rooms are needed.

MARRIOTT MARQUIS HOTEL INFORMATION for SPRING NATIONAL COLLEGE MEDIA CONVENTION (March 14-16, 2010)

* Current taxes are 13.375% plus \$3.50 per room occupancy tax, per night. (If tax-exempt in New York State, college must provide a New York Tax-Exemption Form with this registration form.)

Make hotel checks payable in U.S. dollars to The Marriott Marquis.

Reservation deadline for these special rates is February 19, 2010. Rooms are subject to sellout before this date.

Call for hotel rates and availability of space. Be sure to ask for the CMA convention rate.

SPECIAL NOTE: There will be charges for baggage handling of \$6.50 per bag per person for groups of 10 or more arriving by bus or van. Each group leader will be expected to present payment in full for their party. Large groups that offload their transportation a block away from the hotel and carry their own bags will not be subject to these charges.

Hotel Address: **Marriott Marquis**, Attention: Reservations, 1535 Broadway, New York, NY 10036

Telephone 212-398-1900 (General Hotel Info) • 1-800-843-4898 (Reservations) • Fax 212-704-8934

ONLINE AT: https://resweb.passkey.com/Resweb.do?mode=welcom_ei_new&eventID=1551908

SPRING NATIONAL COLLEGE MEDIA CONVENTION (March 14-16, 2010) REGISTRATION FORM

COLLEGE MEDIA ADVISERS

Send this form to: **College Media Advisers Headquarters (address below)**
Please print clearly or type

Group Leader Name _____ Attending? Yes No
 Publication/Medium _____
 College /University _____
 Address 1 _____
 Address 2 _____
 City _____ State _____ Zip _____
 Telephone (_____) _____ Ext. _____
 Fax (_____) _____
 Group Leader Email _____

REGISTRATION SUMMARY (List attendees in right column)

Student delegates	#	___	@ \$ 95 each (\$125 each after 2/9/10)	= \$	_____
CMA Advisers	#	___	@ \$105 each (\$135 each after 2/9/10)	= \$	_____
Non-CMA Advisers	#	___	@ \$150 each (\$180 each after 2/9/10)	= \$	_____
Half-Day Media Pro Workshops	#	___	@ \$39 each (\$59 each after 2/9/10)	= \$	_____
Full-Day (***) Workshops	#	___	@ \$59 each (\$79 each after 2/9/10)	= \$	_____
Apple Award Entries	#	___	@ \$ 10 per category	= \$	_____
CMA dues paid now	#	___	@ \$ 90 for one year membership	= \$	_____
TOTAL PAYMENT DUE				= \$	_____

Please Plan Carefully. NO REFUNDS can be made. (Substitutions Are Permitted)

BILLING INFORMATION

Please bill CMA Registration to a credit card:

Name on card _____
 Type of Card: MasterCard VISA Discover **Amt. Charged:** \$ _____
 Card Account # _____ Exp. Date _____
 Signature _____
 Please bill CMA Registration to Address: Same as above Use address below for billing
 Billing Contact Name _____
 Purchase Order # _____ (For Billing Purposes)
 College /University _____
 Address 1 _____
 Address 2 _____
 City _____ State _____ Zip _____
 Telephone (_____) _____ Ext. _____
 Billing Contact Email _____

Make registration checks payable in U.S. funds to: **College Media Advisers**
 CMA is a not for profit educational corporation. Tax ID #**35-1394342**
 Mail fees or fee arrangements with this form (or fax for credit card payments) as soon as possible to:

College Media Advisers, Department of Journalism, The University of Memphis
 3711 Veterans Ave., Room 300, Memphis, TN 38152
 Fax: 901-678-4798

Check here if any members of your delegation have a disability that may affect participation in this event. Attach a statement to your registration regarding your disability-related needs. CMA will contact you to discuss accommodations. We cannot assure availability of appropriate accommodations without prior notification by February 9, 2010.

Please name all delegates and check applicable boxes to describe the makeup of your delegation:
CONVENTION DELEGATE PROFILES

Delegate 1: _____
 Classification: Student CMA member New CMA member Not a member
(Paying Dues Now)
 Medium: News Yearbook Magazine TV Radio Online Ad/Business
 Medium Name: _____

Delegate 2: _____
 Classification: Student CMA member New CMA member Not a member
(Paying Dues Now)
 Medium: News Yearbook Magazine TV Radio Online Ad/Business
 Medium Name: _____

Delegate 3: _____
 Classification: Student CMA member New CMA member Not a member
(Paying Dues Now)
 Medium: News Yearbook Magazine TV Radio Online Ad/Business
 Medium Name: _____

Delegate 4: _____
 Classification: Student CMA member New CMA member Not a member
(Paying Dues Now)
 Medium: News Yearbook Magazine TV Radio Online Ad/Business
 Medium Name: _____

Delegate 5: _____
 Classification: Student CMA member New CMA member Not a member
(Paying Dues Now)
 Medium: News Yearbook Magazine TV Radio Online Ad/Business
 Medium Name: _____

Delegate 6: _____
 Classification: Student CMA member New CMA member Not a member
(Paying Dues Now)
 Medium: News Yearbook Magazine TV Radio Online Ad/Business
 Medium Name: _____

All convention attendees **MUST** be listed; if needed, please attach a separate sheet.

Total number in convention delegation (include advisers) _____

Workshops (All day workshops in italics)

Code		Early Bird	After 2/9/10 (If Available)
Saturday (3/13/2010) Workshops			
1	Photo Prep Web & Print	\$39\$59
2	Audio Editing with Audacity	\$39\$59
3	Multimedia Storytelling/Soundslides	\$39\$59
4	**Photojournalism/Digital Workshop	\$59\$79
5	**Narrative Storytelling (Pulitzer Winner Tom Hallman) ...	\$59\$79
6	Newsroom Management for Newspaper Editors	\$39\$59
7	Web Publishing with Content Management Systems	\$39\$59
8	**Society for News Design Quick Course	\$59\$79
9	**Multimedia Storytelling	\$59\$79
Sunday (3/14/2010) Workshop			
10	New Media Coverage of Events—Breaking and Planned .	\$39\$59
Monday (3/15/2010) Workshop			
11	Code Breaking	\$39\$59

Media Pro Workshop Attendees (substitutions are permitted)

Attendee 1: _____ Letter Code _____ Cost \$ _____
 Attendee 2: _____ Letter Code _____ Cost \$ _____
 Attendee 3: _____ Letter Code _____ Cost \$ _____
 Attendee 4: _____ Letter Code _____ Cost \$ _____
 Attendee 5: _____ Letter Code _____ Cost \$ _____
 Attendee 6: _____ Letter Code _____ Cost \$ _____

Total number attending workshops (include advisers) _____

For CMA Office Use Only			
Received _____	Pg: _____	Ck # _____	\$ _____
PID _____	Reg ID _____		

Member news:

Bo Carter to advise at Texas Woman's University

Bo Carter became advisor (the English, speech and foreign language department at TWU likes the classical Latin spelling as opposed to adviser) of the Texas Woman's University's newspaper -- The Lasso -- in Denton, Texas.

Carter is a 39-year veteran in college media relations. He has worked as a consultant with the National Football Foundation and worked for the Big 12 Conference for 10 years. His career includes working for the Tennessean and working in sports information at Mississippi State University.

Carter has edited or assisted with five different books about the Southwest Conference, Texas A&M, the Big 12, and the life of Baseball Hall of Famer Dizzy Dean.

Winski adds new edition of HS journalism book

Thomas E. Winski recently received a copy of the latest edition of the textbook he co-wrote with Sheryl Hinman. It is a text/workbook for teachers of high school journalism who do not have the benefit of any journalism education or training in their backgrounds.

The book "Journalism: Writing for Publication" is published by the Center for Learning.

Winski is an assistant professor of journalism at Emporia State University.

San Antonio College merges programs, adds new majors

San Antonio College has combined its journalism program with four other programs to form the department of media communications. The department consists of journalism, photography, radio-television-film, music business and digital design and offers 10 associate degrees and one certificate.

Send in your news items for the next CMA newsletter to Sacha DeVroomen Bellman, the newsletter editor, at bellmasd@muohio.edu.

The merger will allow students additional options in media-related majors, including a new A.A.S. degree in media convergence and production, that was formed at the urging of media executives in South Texas.

The merger also brings under one umbrella the college's student media outlets — The Ranger weekly newspaper, The Ranger Online news Web site, The Fourth Write annual magazine and KSYM-FM 90.1 radio station.

Journalism Assistant Professor Marianne Odom, former chairwoman of journalism-photography, chairs the new department.

San Antonio College is the largest of five colleges in the Alamo Community College District in San Antonio, Texas.

Marti Harvey moves to Florida Atlantic University

Marti Harvey has accepted the position of student media director at Florida Atlantic University in Boca Raton. She formerly was student publications manager at Eastfield College in Mesquite, Texas.

Illini Media inducts alumni into its Hall of Fame

Illini Media, independent student media at University of Illinois in Urbana-Champaign, inducted six alumni into its Illini Media Hall of Fame, Oct. 4, 2009.

The Hall of Fame honors former Illini Media employees who have launched distinguished careers in the newspaper, broadcast and publishing industries after gaining valuable experience working as student reporters, editors, air personalities and more at Illini Media.

"Recognizing the notable careers of those we are honoring this weekend, careers started at Illini Media, is a source of great pride and inspiration," said Illini Media Publisher and General Manager Mary Cory. "It's an affirmation that we are fulfilling our mission of providing professional experiences for our students today."

The inductees are:

* Charla Krupp, best selling author of "How Not to Look Old: Fast and Effortless Ways to Look Ten Years Younger, Ten Pounds Lighter, Ten Times Better";

* Robert Hillman, senior editor of "Politico" and Politico.com;

* Joseph Urschel, executive director and senior vice president of the Newseum

* Alan D. Mutter, adjunct faculty member of the Graduate School of Journalism at the University of California at Berkeley and "Reflections of a Newsosaur" blogger;

* Art Anderson, former engineer and consultant for Delco Electronics and owner of Computer Systems and Software; and,

* Richard Sublette, former general manager of Illini Media, former publisher of UCLA's The Daily Bruin and former general manager of Florida State University's student media.

All the inductees, nominated and selected by fellow alumni, are former employees of The Daily Illini newspaper and WPGU-FM 107.1, two units of Illini Media. Illini Media is a not-for-profit company that also publishes Buzz weekly, Illio yearbook and Technograph engineering magazine.

Previous recipients of Illini Media's Hall of Fame award include journalists Roger Ebert, Robert Novak, Gene Shalit, Dan Balz, Hugh Hefner, Hal Bruno and Roger Simon.

'Nightline' anchor a NY keynote

Terry Moran, a co-anchor of ABC News' "Nightline" who also covers the Supreme Court for the network, will be one of the keynote speakers at the National Media Convention in New York.

At "Nightline," Moran has led the coverage of the Obama administration. He also covered the 2008 campaign.

He has done nine one-on-one interviews with Barack Obama, dating back to 2006. He has talked to Obama about many subjects including race, Iraq and health care.

He has done some extraordinary stories for "Nightline," according to his biography.

In March of 2009, Moran underwent DNA testing to discover whether he carried genetic markers associated with Alzheimer's disease, which runs in his family.

For "Nightline," he has reported extensively

from overseas for "Nightline," covering the wars in both Iraq and Afghanistan.

Prior to joining ABC News in 1997, Moran was a correspondent and anchor for Court TV, where he covered the O.J. Simpson murder trial. While at Court TV, he also traveled to Bosnia and The Hague to cover the first international war-crimes trial since World War II. He also covered the Supreme Court for Court TV. Before joining Court TV, he was a reporter and assistant managing editor for Legal Times.

Moran has written for several publications, including The New York Times, The Washington Post and "The New Republic Magazine"—where he began his career in journalism.

Keep checking www.collegemedia.org for news on the other keynote speaker as it becomes available.

The 411...

National College Media Convention Spring '10

CONVENTION (March 14-16, 2010):
New York Marriott Marquis Times Square.

Future venues

2010--New York--Marriott Marquis--
March 14-16

2010--Louisville, KY--The Galt House--
Oct. 28-31

2011--New York--Marriott Marquis--
March 13-15

2011--Orlando--Renaissance Sea World--
Oct. 27-30



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