



November 2017
e-newsletter



Letter from the president

Now that the end of the semester is in sight—and we almost have room to breathe—I'd like to take a moment to thank everyone for making our fall convention such a success: presenters, volunteers, attendees and, perhaps especially, convention organizer Chris Whitley.

Survey results indicate that our attendees loved the event. Ninety percent of respondents rated the convention as good to excellent. Three-quarters said that they would attend again.

We should feel good about what we've accomplished. Simultaneously, we should look for ways to make future conventions even better.

One of CMA's five strategic objectives states that we will offer educational content that reflects the changing landscape of media, not just traditional media. We need to focus our energy on working toward meeting that objective.

We sometimes have too narrow of a focus. While we do a bang-up job of giving



Fortunately, we are already making strides in the right direction.

In Dallas, we convened 16 new programming committees charged with developing a more diverse convention lineup and working toward building communities of advisers and students passionate about specific areas of interest.

Committees include newspaper-specific topics, of course, but also advertising, broadcasting, diversity and inclusion, literary magazines, yearbooks, student leadership and more.

Would you like to get involved in creating more expertise and training for faith-based schools? Well, have we got the committee

young journalists what they crave, our non-news students don't always get the same treatment. Since we are the people who present so many of the sessions, we should look at what we present.

To do just that, I took up the descriptions of all of our Dallas sessions, minus the names of the presenters, and searched for some keywords.

A few results:

- "News" appeared 234 times in the program.
- "Journalism" appeared 169 times.
- By contrast, the radio DJ's equivalent of news—the word "music"—appeared just four times.
- Also appearing four times: "diversity" and "faith."
- Appearing twice: "Community college."

All told, words most often associated with news publications—edit, design, report and so on—comprised about 60 percent of the keywords. I've included a word cloud of these keywords to show how some topics dwarfed others.

Addressing nontraditional media is undeniably valuable to our students. We want to offer content to reflect the kind of careers they that will have.

for you!

Seriously. Click [here](#) to join a committee that interests you.

You might wonder whether we actually have students and advisers who want these non-newspaper offerings. I can say that we do.

In Dallas, when advisers Tom Grant and Paul Glover offered students the chance to submit entries to our relatively new film festival, we had 200 students walk the red carpet—literally, because we had one!—to attend the showing of our students' entries.

Not to put too fine a point on it, but that's more than 10 percent of our entire convention population in one room to celebrate video at a conference where the word "video" showed up just 18 times in 18,000 words of session descriptions.

To me, this speaks to how powerful and successful of a convention we had in Dallas. Our organizers created space for regular advisers, just like you and me, to identify a need and then to find a creative way to address it.

So I entreat you: Join a committee. Brainstorm with other advisers. Make a difference for our students.

Chris Evans

Dallas convention wrap-up

BY THE NUMBERS:

1,383 attendees: 241 advisers, 1,132 students, 10 other/misc (pros, family members)

260 schools represented

169 critiques: 95 newspapers, 40 websites, 17 magazines and 17 yearbooks. From 72 CMA member advisers

The SPLC auction raised **\$1,300**

42 student photographers participated in the [shootout](#).

ASSOCIATION MOVES:

Our bylaws were revised and approved Friday, Oct. 27.

The proposed bylaws were posted [here](#)

The [rationale](#) for proposed changes.

At the last meeting, the board voted to remove censure on LeMoyne College. The full press release is [here](#).

See all of our Dallas winners:

[Pinnacle](#)

[Film Festival](#)

[Photo Shoot-Out](#)

[Adviser Awards](#)

[The new Frank LoMonte Award](#)



New advocacy committee leadership

CMA President Chris Evans announces two changes to the makeup of the First Amendment Advocacy Committee, which aids advisers who find themselves under administrative pressure to censor students' work.

Bob Bergland, adviser at Missouri Western State University and a former CMA board member, has agreed to be committee chairman. "Bob's level-headed judgment and experience are going to serve our members well if they should find themselves in need," Evans said in his announcement.

Chuck Clark, adviser at Western Kentucky University, will join the committee. "We're lucky to have him on the team, where he will serve alongside our continuing committee members: John Harvey, Joanne Lisosky, Kenna Griffin and Mark Witherspoon."

Bergland will replace Evans, who was sworn in as president at our conference in Dallas. "It has been my privilege and honor to serve as a member of the committee for the past decade and as chairman for the past five years," Evans said in his announcement. "Though I wish I could say that advisers are under less pressure from administrators than they were when I started, I certainly cannot."

Ready to plan for CMA NYC 18!

Planning for CMA NYC 18 has been underway for months now and we are looking forward to new sessions and the return of a dedicated photography track.

Michael Koretzky is creating dynamic, interactive special sessions and keynotes. Geoff Carr is planning ways to keep you and your students informed and engaged before and during the conference.

We heard your requests for podcasting, more networking for students and more hands-on and we are planning for all of that and more. Our return to the Marriott Marquis will allow us to bring back some features such as a student lounge that I know have been missed.

As we are planning, I might reach out to ask you to shape a panel to ensure comprehensive coverage of a topic so that we have something for everyone. Of course, session submissions are always welcome at the form on the website.

I'm looking for advisers who want to coach students in reporting and writing for a special, interactive competition, so please contact me if you are interested at hillaryawarren@gmail.com.

The [website for the conference is live](#) and people can start [booking their rooms](#) and [submitting their sessions](#).

-- Hillary Warren

Putting a face with a name

So often we advisers know each other through email and listserves and don't really get personal.

Now we are.

Allison Bennett Dyche is the director of student media at Virginia Commonwealth University in Richmond, Virginia. She's also the new vice president for member services of College Media Association, sworn in at the National College Media Conference in Dallas. So now it is time to get to know her a little better.

Professional story: Dyche has a bachelor's degree from Georgia Southern University where she is part of the many advisers who enjoyed Bill Neville as their adviser. She graduated in 2003 and started working as a news assistant at the Savannah Morning News. She worked there five years with the last several as county reporter for the publication covering pretty much everything but sports. In 2008, she was hired as adviser and assistant director of student media at Savannah College of Art & Design where she advised the online news operation. It was a big learning curve, Dyche says, because she didn't even own a smartphone and had never worked for an online publication. In 2013, she moved to Appalachian State University in Boone, NC as assistant director of student engagement, which included student media. She was in charge of a twice-a-week newspaper and a literary publication. She also started teaching two classes a semester.

Then in 2016, she was recruited by VCU. Dyche "was intrigued because of the chance to work with art students again. I love alternative story forms, including comics journalism, and digital storytelling, and I knew advising students at VCU would allow for opportunities to incorporate more visual art into traditional storytelling."

Personal story: Dyche grew up near Savannah, Georgia and is slowly migrating north. She's still south of the Mason-Dixon line, though. Dyche also admits to being a masochist about education. She got her master's degree in documentary photography while at SCAD, then started classes for an MFA program in writing there, and now is in a Ph.D. program at VCU in Media, Art & Text. In between, she also took classes in sewing and weightlifting. Dyche just bought a house on two acres in August and she and her boyfriend became the proud parents of 16 chickens, for which they are now building a chicken coop in their backyard.

Best Advising Moment: "While at Appalachian State, I had a student, Michael Bragg, who extended his education so he could intern with the SPLC. He had served as the EIC and A&E editor of The Appalachian previously, so when he returned to campus, he had vowed not to rejoin the newspaper. I had made a similar vow, but to make sure that he did indeed come back to the newspaper. I made a bet with Michael that we'd find a way to get him back. And we did. We'd been discussing rolling out an investigative section of the newspaper, and opted to do it online so it could incorporate digital storytelling and go as long as the students wanted. And because Michael had gotten more involved with research and investigative journalism during his time at the SPLC, he jumped at the chance to serve as the first enterprise editor of the newspaper's new section, The Appalachian InDepth. The first story for that section was about the representation of people of color at the university and incorporated text, audio, video and infographics. It took Michael more than a month to report and write, but he won national awards for it and it has since been incorporated into teaching in some of the classrooms and elsewhere. That story, coupled with the other stories Michael wrote and edited for that section, garnered him recognition as one of the ACP Reporter of the Year awards the following fall. I love that advising story because what started out as a bet turned into a wonderful opportunity for Michael, the newspaper and the campus to tell the important stories of the university, and it really solidified for me the power of digital storytelling and the reach that it can have."

Advice for new members: Get involved! I've been involved in CMA since I first started advising. I'm a big advocate for attending the convention with your students. It's great for advisers, especially those who work on campus without other advisers. It's important to sit with peers and get involved. It's really important to do it for yourself and also for the organization because we need new blood to keep the organization going.



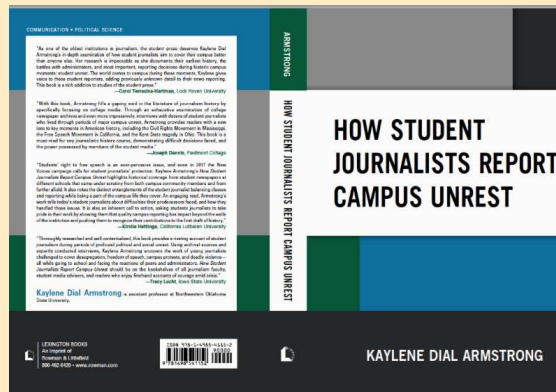
CMA member news

Sally Renaud, chair of the department of journalism at Eastern Illinois University, was named to the CMA John A. Boyd Hall of Fame at the National College Media Conference in Dallas.

Renaud has been a tireless volunteer and leader in College Media Association. She served as president from 2009-2011, vice president of member services from 2001-2003, and currently serves on its Advisory Council. Since joining CMA in 1995, she has chaired multiple committees including Adviser Awards, Yearbook, Newspaper, and Magazine. She has coordinated sessions and keynotes for CMA's conventions, had participated in the organization's critique program, and reviews articles for its flagship journal, *College Media Review*.

Renaud has taught and advised at Eastern Illinois since 2004. She also serves as executive director of Society for Collegiate Journalists and Illinois Journalism Education Association. She also serves on the board for the Illinois Press Foundation.

Kaylene D. Armstrong, adviser of the *Northwestern News* at Northwestern Oklahoma State University, has a new book coming out in December. "How Student Journalists Report Campus Unrest," looks at how the reporters and editors at student newspapers on college campuses covered various protests that were national news at the time. From the '60s till the most recent protests at Missouri in 2015. The book is available with a 30 percent discount through Lexington Books.



Send your news to Sacha DeVroomen Bellman, newsletter editor at bellmasd@miamioh.edu.

Welcome new members

Bruce Gietzen of Baylor University
Leeann Lambert of BYU Hawaii
Jay Miller of Southern Methodist University
Larz Roberts of Arkansas State University
Beth Slovic of Clackamas Community College
Susan Campbell of University of New Haven
Stephen Goforth of Point Loma Nazarene University
Robert Walls of Azusa Pacific University
Virginia Black of Purdue
Emily Henvey of Lebanon Trail High School
Jan Reimer of Saint Peter's University
Joshua Wood of UNC Charlotte
Michell Godinez of University of Texas Rio Grande Valley
Mandi Bryson of College of Charleston
Velyn Scarborough of Oregon State University
Regina Cassell of Washburn University
Ann Gardner of Central Baptist College
Robert Dew of Robert Dew
Ginny-Beth Joiner of Embry-Riddle Aeronautical Uni-

versity
Jean Kelly of Otterbein University
Cherie Speller of East Carolina University
Amy Chastain of Butler Community College
Cimaron Neugebauer of Utah State University
Josh Lowder of College of Charleston
Adam Schrag of Fresno Pacific University
Keli Moore of Cal Poly
Teague Bohlen of University of Colorado Denver
Sydney Patterson of University of South Carolina
Jerry Bush of University of Tennessee
Vivian Martin of Central Connecticut State University
Jeremy Menard of Ithaca College
LaDonna Aiken of University of Texas at Arlington
Jeffrey Case of Coastal Carolina University
Georgia Kral of Saint Peter's University
Kathy Ciesinski of University of Michigan
Glissette Santana of University of Houston
Alan Blanchard of Taylor University
Clemente Lisi of The King's College

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