



April 2018
e-newsletter

Letter from the board

Do you remember your first time at a CMA convention? Was it overwhelming? So many people, so many sessions, and everyone else seems like a pro!

Perhaps you were lucky enough to have already known someone at the convention. Or maybe you didn't, and you felt like an outsider, struggling to meet other advisers and to find your place within CMA.

We don't want anyone to feel like an outsider, whether it's their first or 10th time attending a CMA convention.

One of our many goals this year at the CMA NYC convention was to make sure everyone felt welcomed and like they could easily find a place to fit in within CMA. In addition to the TownNews-sponsored Adviser Reception, and the Meet in the Suite evening reception, we also offered a series of roundtables for advisers, an advisers' lounge area during the day at the convention, a short intro session for the revitalized CMA Mentorship Program, and a group Dutch-treat Adviser Welcome Dinner for both new(er) and veteran advisers to break bread together. And, of course, we presented the CMA Adviser Certification program.

The results? We had eight new(er) advisers who completed the CMA Adviser Certification program and submitted their forms (plus a handful of others who were at the sessions but didn't turn in their forms yet ... if this is you, submit your form as soon as possible to



And enough advisers at the Meet in the Suite that, at the end of the night, there was a line to see the amazing view out of the window, which turned into a line to see Chris Evans demonstrate the technological wonders of the laundering machine in his suite (which put crisp pleats into his khakis and T-shirts, he said)!

Given the irresistible draw that is everything in New York City occurs at all hours of the night and day outside of the convention hotel, we were pleased with the number of attendees at these events.

But we want to see more.

We want to see more advisers signing up for the CMA Mentorship Program. More advisers completing the CMA Adviser Certification Program. More advisers volunteering for on-site critiques at conventions. More advisers serving on programming committees for conventions. More advisers serving as CMA ambassadors. More advisers writing for the College Media Matters blog, and for College Media Review. More advisers interacting with our social media channels, and partaking in our CMA listserv discussions.

You can find a list of ways to volunteer

nkeller@kellencompany.com).

and get involved with CMA [here](#).

We had seven advisers, interested in both being mentors and being mentored, in attendance at the intro session for the revitalized CMA Mentorship Program (and we still need many more, so please sign up [here](#)).

We also want to hear from you on what else we can and should be doing for our members. From affinity groups on Facebook to offering training for more veteran advisers, we want to hear your thoughts and new ideas.

We had around 20 advisers, both newer and veteran, in attendance at the Adviser Welcome Dinner at the Gotham Market West food court.

Reach out to any of the CMA Board Members via email, phone call, Facebook message, etc. We're always happy to hear from CMA members wanting to get more involved and wanting to share ideas for how we can innovate what we offer.

There were enough advisers in attendance at the roundtables to need at least two separate tables. We had a room full of advisers for the TownNews-sponsored Adviser Reception.

**-- Allison Bennett Dyche
CMA Vice President
for Member Services**

Report from CMA board meeting

The CMA board of directors met on March 12 and 13 at the spring convention in New York City.

In reviewing our strategic objectives, two clearly emergent desires are to increase our outreach and to make CMA more welcoming to a diverse group of advisers and students. The board discussed potentially creating affinity groups on Facebook, as some student affairs organizations do, for people of color, LGBTQA members and others. The board plans to increase outreach to advisers who aren't currently members through our ambassador program. We also devoted an extensive amount of time in our meeting identifying student and professional media organizations for whom we can discuss ways to partner for our mutual benefit.

The CMA Board has also resolved to oversee a redesign of the CMA website. Based on a wishlist of requirements discussed at this meeting, we will be putting out a RFP in the spring. The website will not only be more user-friendly but coincide with a visual rebranding of CMA.

In terms of formal resolutions, the board approved the lifetime membership of Peggy Elliott. Peggy recently retired from her faculty position as University of South Carolina Aiken, where she served as adviser to The Pacer Times. The board reviewed its operational policies line-by-line and we expect to vote on a new draft for these policies at our next meeting.

**-- Bryce McNeil
CMA Secretary**

Summer workshop July 12-15 in Minneapolis

CMA is once again planning an amaaaazing Student Media Mega-workshop this summer with our friends at CBI, CMBAM and ACP.

This event is a one-stop shop for all your multimedia needs—newspapers, radio, video, magazines, advisers, ad training, yearbook and more!—on the campus of the University of Minnesota in Minneapolis. Students and advisers can stay right on campus in comfy and (ahem) affordable residence hall rooms.

We're going to have a strong focus this year on diversity, and our leadership training will be expanding beyond editorial leadership into leadership for all student media

organizations.

This event places students into one of 10 tracks, where they get to work in-depth with advisers and local media professionals to produce work and develop skills over three days in intensive workshops.

Your and your students could choose from:

- Ad Rep Boot Camp
- Adviser Training
- Digital Journalism
- Organizational Leadership
- Design/Redesign
- Radio Management
- News Reporting / Storytelling for Print and Online
- Sports Reporting
- Visual Storytelling
- Yearbook and Magazine

For more information, head over to <http://megaworkshop.org/>

Election update -- vote until April 9

This spring is the election is for new board position of “president-elect” to serve one year before he or she will become president.

In the future, the person will serve for two years and then automatically assume the role of president.

Candidates for this position are:

Steven Chappell, current CMA yearbook committee chair, who is an instructor of mass media and director of student publications at Northwest Missouri State University.

Kenna Griffin is an assistant professor of mass communications and the director of student publications at Oklahoma City University. She is the vice president of CMA.

Steven Listopad is a journalism lecturer and newspaper/yearbook/agency adviser at Henderson State University. Listopad has served as the chair of CMA’s awards committee and as a member of the advisory council.

Bryce McNeil is the assistant director of student media at Georgia State University and is the CMA secretary.

To find out more about the candidates and their plans for CMA, please visit [the election page](#).

Part of the election is also about a bylaw change about lifetime membership. Find information about that [here](#).

Voting will be open till April 9. If you didn't get an email with information about how to vote, please email [Nora Keller](#) at our national headquarters.

CMA adviser awards nominations due May 1

Nominations are now open for the College Media Association's annual adviser/service awards.

As explained on the CMA website, collegemedia.org: CMA annually recognizes the achievements of individuals through various award programs, including Honor Roll

Adviser Awards for professionals who have advised for five or fewer years; Distinguished Adviser Awards for professionals who have advised for greater than five years; a variety of special honors recognizing service and outstanding achievements; and finally, the organization's highest honor, induction into the CMA Hall of Fame.

Nominations are due by May 1. The complete list of awards and requirements, and the nomination form, can be found at <http://www.collegemedia.org/awards/>. The winners will be announced at the ACP/CMA National College Media Convention, which will be Oct. 25-28 in Louisville.

If you have any questions contact Jim Rodenbush, awards committee chair, at JamesRodenbush@gmail.com.

Putting a face with a name: Anna Izenman

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



Anna Izenman is a first-year adviser for the television station at Pacific Lutheran University in Tacoma, Washington. She started last fall at the same university where she graduated in 2009 with a degree in media production and performance. At the New York CMA convention, she joined CMA's broadcast committee.

Professional story: Before she returned to her alma mater, Izenman worked as a news producer, first at KXLY in Spokane, Washington and later at Northwest Cable News in Seattle. She was the producer of two half-hour news programs.

Personal story: She has been married for seven years. She and her husband Joe are parents of 3-year-old Christopher. She lives in the "beautiful Pacific Northwest," she said. "We have gorgeous evergreens in our backyard."

In her spare time, she loves to ride bikes and play board games. She is a big fan of the role-playing game Dungeons and Dragons. She and a friend have started a board game design company. "Our primary title right now is Sidekick Quests, which is an introductory role playing game for kids."

Best advising moment and Best convention moment: "Going to New York was the biggest highlight," she said. They took 10 students from all three media organizations. "We have different advisers for each media outlet, so the conference provided the chance to get to know some of the other students better." As a result of the trip, the students are talking about collaborating on stories, which she hopes will help recruitment for all organizations. "They will do some crossover stories to reach as many of the student body as possible."

What advice do you have for new members? "Don't be afraid to jump in. If you are at conference, make sure you go to after-hours event. Jump right onto a committee and get on the listserve. Just start making connections as soon as you can."

-- **Sacha DeVroomen Bellman**

CMA member news

Charles Bailey, faculty adviser to WMUL Radio at Marshall University won two first place awards at the National Broadcasting Society Professional Audio/Video Production



Bob Bergland of Missouri Western University has won the 2018 Taft award from the Missouri Interscholastic Press Association. The award is given to a person or organization that has made a difference in scholastic journalism education. Bergland is working to pass the 'Cronkite

Competition.
Bailey, who is also a professor of radio-television production and management in the W. Page Pitt School of Journalism and Mass Communications at Marshall University, won for Audio Commercial/PSA and Audio Scriptwriting. Along with a graduate student, he also won the audio for sports programming for a postgame program for a football game in Raleigh, North Carolina.

Leslie Poole is the faculty adviser to the Sandspur at Rollins College. Poole, a former reporter at the Orlando Sentinel, began helping the weekly paper last fall. At a liberal arts college without a j-school or mass communication program, Poole teaches in the environmental studies department. She has encouraged Rollins' students to cover stories they might otherwise avoid, and to pursue public records, even (and especially) when local police initially denies them.

New Voices' act; a bill that would protect high school and college journalists from censorship since Missouri currently has no protections in place for students' first amendment rights.

Ed Bonza has retired after 30 years as a student media adviser. He worked most recently as director of student media at Kennesaw State University.

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

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