

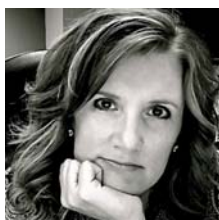
COLLEGE MEDIA

THE NEWSLETTER FOR COLLEGE MEDIA ADVISERS

April 2016

Letter from VP member services

Throughout the last several months, during board of directors meetings, discussions with Associated Collegiate Press board members, interactions with professionals and leaders of other news-based service organizations, it's become clear.



Our members need help navigating this ever-evolving news business. So that's where CMA board members are focusing their attention.

We understand travel dollars are limited, that relevant convention sessions are more critical than ever before and that College Media Association is uniquely positioned to offer services you won't get elsewhere. That's why we're working on several fronts to make your membership more valuable to you.

Find audiences, then platforms

Future of Student Media Recap

By Nerissa Young
Ohio University

ATHENS, Ohio—If you don't give it to them, someone else will.

Media practitioners passed that advice along to attendees of [The Future of Student Media Summit](#) in April at Ohio University.

"We have to think about the 'J' in journalism," said Tom Sly, vice president of digital revenue for The E.W. Scripps Co. "But we have to understand our audience has changed."

In 2012, the National Scholastic Press Association's college membership media platforms included 121 broadsheets and 40 tabs. Just three years later, those numbers dropped to 26 broadsheets and 21 tabs, said Diana Mitsu Klos, the association's executive director.

Despite difficulties in maintaining the bottom line for print publications, the native digital generation is reluctant to give up ink on newspaper.

Here's how:

1) College Media Association once served members through a number of committees that addressed a broad range of needs for the organization and its members. A couple of years back, the board began to question whether the committees were working in the right ways and effectively assisting members with their needs. When we had trouble answering those questions, we disbanded a majority of the committees and opted to start again from scratch. Within the last year, we surveyed a number of our members who identified issues that were important to them and three areas rose to the top: business, multimedia and diversity.

So you may have noticed during the CMA convention in New York last month that the board hosted a series of sessions designed to gauge member interest in forming special interest groups around the topics of diversity, business and multimedia. The response was very positive, and the groups are now up and running.

If you're interested in becoming involved with any of these special interest groups, here are your contacts:

Diversity and Inclusion: [Jackie Alexander](#), Chair
[Rachele Kanigel](#), Assistant Chair

Business: [Candace Baltz](#), Chair

Multimedia: [Steve Listopad](#), Chair

We've created a listserv for each group (three in total) to facilitate discussion of issues relative to the needs of each area. If you'd like to subscribe, send an email to info@collegemedia.org indicating which group you'd like to join and you'll be added.

2) We have reintroduced the mentor/mentee program for members of CMA. Although it's been around for a while, the new adviser mentor program had fallen off in the last couple of years. It's a program based on a straightforward premise. If you are a new adviser and want to connect with someone who has been around a

Emily Farris, editor of the O'Colly at Oklahoma State University, said her staff told her they like the newspaper because it's nostalgic. "You're 20. How is that nostalgic?" She reminds them it's about their audience, not them.

The audience has left newsprint, but not campus media.

[A national survey](#) conducted by Hans Meyer at Ohio University found two-thirds of current college students are reading their college newspapers. Of those, the daily audience breakdown is 20 percent reading the print version, 23 percent going to the website, 26 percent visiting Facebook and 17 percent following via Twitter.

Advertisers haven't left, either.

[In another national survey](#) conducted by Borrell Associates, 82 percent of advertisers said reaching college students is critical to the success of their businesses, company founder Gordon Borrell said.

Another barrier to change is the lack of resources for digital whizz-bang.

"The New York Times thinks they're under-resourced," said Joshua Hatch, editor of data and interactives at The Chronicle of Higher Education and The Chronicle of Philanthropy. Campus staff should use the tools they are comfortable with when putting together digital projects and build from there.

Campus media leaders are in position to map the new media frontier.

"Following professional journalism doesn't work because they haven't figured it out," said Steve Buttry from Louisiana State University and formerly with the American Press Institute. "It's time for student media to lead."

He said when working for API 10 years ago, he tried to get newspapers to reinvent themselves, and they wouldn't and didn't. Student media can be the risk takers because they can't get fired.

What are the new models?

Chris Carroll, student media director at Vanderbilt University, offered a lesson in what his school tried to do — build the Mothership of campus media. She crashed twice.

Ten years ago, he and others attempted to establish a universal newsroom to serve print, broadcast and online entities. "We humans are very tribal," he said.

They returned to traditional media silos and focused on being a newspaper company. However, he said, they were unable to sustain revenue sources and meet the time and skill demands to have print, online and social media presence.

little longer, we will find you an excellent partner. This person will be there to answer questions, share information and generally help you navigate the college media environment. In the last three months, we've grown to having six official mentor/mentee pairings. If you'd like information about this program, contact Rachel Wedding McClelland, vice president of member services, at rachel.mcclelland@utk.edu.

3) We've reinstated our partnership with the Associated Collegiate Press. For nearly 60 years, the organizations jointly presented the Fall National College Media Convention. In 2013, the organizations were unable to reach an agreement on the terms of the partnership and both went on to plan events independent of each other. In July, the groups are reuniting to host summer workshops in Minneapolis on the campus of the University of Minnesota. Attendees will have opportunities to learn how to lead others, step up their news coverage, improve their visuals, perfect their sports reporting and learn new digital processes. And in October 2017, the groups will jointly host the Fall National College Media Convention in Dallas, Texas.

These three opportunities we believe will offer you some of the help you need. But our list and our efforts aren't ending there. We want to be an invaluable partner in your work with student media operations. If we're not living up to that goal, you need to let us know.

Rachel Wedding McClelland,
CMA VP, Member Services

CMA Upcoming Deadlines

Submit
nominations
for the [Adviser
Awards and
John A. Boyd
Hall of Fame](#)
by May 1.

Submit your

MotherShip 3.0 is creating content silos instead of distribution ones, Carroll said. They are adapting to the BuzzFeed model of spinning off specialized sites to serve elite audiences. The print newspaper ends this spring, not because of finances but because students aren't picking it up.

Granted, campus newsrooms face financial and technological barriers, but cultural barriers are affecting audience engagement, too.

Kim Fox from The American University in Cairo, Egypt, led a session on how diversity can push newsroom innovation.

Participants made the following suggestions:

- Reach across majors.
- Draw on staff expertise, but don't expect one person to represent the whole group.
- Avoid appearances of tokenism.
- Leaders have to cultivate the leaders who will follow.
- People gravitate to those who look like them.
- Cultivate a partnership with a group not represented on staff.
- Lead by example in associating with groups not like you.

Hatch of the Chronicle of Higher Education gave the students some more advice. "You no longer are the last mile between your content and the reader ...

You don't have to be everywhere, but you have to know where your audience is."

One-page summaries of each session are available at <http://bit.ly/1QUbPiG>. Click on the specific program.

Nerissa Young is a lecturer in the E.W. Scripps School of Journalism at Ohio University.

work for the
[Pinnacle
Awards](#) by
June 1.

Nearly 1200 attended Spring conference in NYC

CMA held its [Spring National College Media Convention](#) March 12-15 in New York City. Nearly 1200 attendees from as far as Australia, Hawaii, California and Florida gathered for 200+ sessions with advisers and professional speakers.

The keynote speakers included a panel discussing the ethics of magazine reporting and editing with editors including an author of Columbia University's Rolling Stone investigation; Byron Pitts from ABC's Dateline who inspired attendees with the story of how he overcame a stutter to become on-air personality and author; and Wesley Lowery from The Washington Post (now a 2016 national reporting Pulitzer winner at age 25) who shared stories from his time covering the unrest in Ferguson.



New to this year's event were a Film Festival and a day-long Innovation Challenge, presented by Carrie Brown from CUNY's Graduate School of Journalism and her students.

Select students were able tour media outlets including Good Morning America, Google, The New York Times, and The Wall Street Journal. On the Hearst Magazines tour, attendees were able to meet with Joanna Coles, editor-in-chief of Cosmopolitan. At 60 Minutes, Lesley Stahl greeted the tour on her way to the elevator.

The 2016 Apple Awards, CMA's onsite best of show contest, were distributed on Tuesday to deserving winners.

Thanks to the generosity of CMA advisers donating their time, more than 100 critiques were held onsite, giving student publications valuable feedback they can take back to their newsrooms.

For more info and highlights from the event, check out the #CMANYC16 hashtag on Twitter.

Summer Workshop

Once again CMA and ACP will work together to offer some summer workshops that will rev up you and your staff with hands-on stories and projects.

For students, the choices are leadership for editors, design/redesign, visual story telling, sports reporting, future of digital journalism, ad rep boot camp and yearbooks.

Advisers can earn the CMA certification, and we have additional programming in technology, diversity, law, and some teaching tips. If you already have the certification and want to skip



those sessions, you can drop in on any of the student sessions.

The sessions will take place on July 14-17. Registration is open at <http://acpcmasummer16.org/>.

"We are really excited to be able to expand our summer offerings by partnering with ACP," said Kelley Lash, president of the College Media Association. "By providing in-depth training on a wide-range of topics, we hope student media outlets can get training in many areas and can use it to start the new year off with excitement and innovation."

Kelly Messinger, CMA vice president, said she is also looking forward to the workshop. "I love working with my peers in casual settings and exchanging ideas. We learn so much from each other."

The setting is the University of Minnesota, and you can have some affordable campus housing or stay in nearby hotels that use Metro Transit. Dress is casual, so you can relax, have fun and learn new things with old friends and the new ones you will make, Messinger said.

"Come to cool Minneapolis and charge up your advising game with new tips and tricks for you and your students."

CMA Member News

Charles G. "Chuck" Bailey is one of five graduates of the W. Page Pitt School of Journalism and Mass Communications at Marshall University that are being inducted into the school's Hall of Fame this fall. Bailey is a 1974 SOJMC bachelor's graduate and a 1985 master's graduate. He is a professor in the SOJMC and faculty manager of WMUL-FM. Under his guidance, the radio station and its student broadcasters have won nearly 1,600 awards since 1985. He is a member of the West Virginia Broadcasting Hall of Fame and has been given the Lifetime Achievement Award from the West Virginia Associated Press Broadcasters Association.

Jim Burns of Occidental College in Los Angeles was named full-time adviser to the Occidental Weekly after serving three years as a part-time adviser. He also was nominated to the CMA Honor Roll for Four-year Newspaper Adviser.

Steven Chappell, director of student media at Northwest Missouri State University, was named Missouri College Media Association Adviser of the Year, and his students garnered Journalist of the Year and Photojournalist of the Year, marking the first time the same school has swept all three "Of the Year" awards at the MCMA annual convention.

Chappell also taught a special topics course in Political Journalism, in which students traveled to Iowa for four days to extensively cover the Iowa caucus, spent a week covering the Missouri primary, hosted a local Town Hall forum on two tax initiatives on our local municipal election, covered the local municipal election, and conducted exit polls of local voters to gauge their opinions and what influenced their votes. The course was supported with a \$5,000 grant from the University Teaching and Learning Committee.

Rachele Kanigel and the The Center for Integration and Improvement of Journalism at San Francisco State University have released an online Diversity Style Guide to help journalists and other media professionals write with accuracy and authority about a complex, multicultural society.

The free guide at <http://diversitystyleguide.com> offers definitions and guidance on more than 700 terms related to race and ethnicity, disability, religion, gender and sexuality, mental health, and drugs and alcohol – from "A.D." and "abaya" to "Yonsei" and "Zionist." The Diversity Style Guide draws from more than 20 ethnic-themed and topic-specific style guides, bringing this information together in one handy place.

The new style guide greatly expands and updates an earlier guide developed by CIIJ's Newswatch

program in the 1990s and last updated in 2002.

“A lot has changed since then,” said Kanigel, an associate professor of journalism at San Francisco State University and editor of the new guide. “New terms like cisgender, Black Twitter and genderqueer have come into the cultural vocabulary, but journalists don’t always know how to use these terms correctly. This guide aims to inform media professionals so they can write responsibly and accurately about different people and communities.”

Jane Regan of Salem State University has published an article titled [“Resisting the Gold Rush in Haiti”](#) in *Peace Review – A Journal of Social Justice*, Vol. 28, Issue 1. The issue is dedicated to extractivism.

During three years, the [Haiti Grassroots Watch investigative journalism consortium](#) carried out over three dozen investigations related to the country’s earthquake “recovery” aid projects and policies. The best of my students from an investigative journalism class at the state university were the main investigators. They worked with professional journalists and community radio members. The article summarizes the accomplishments but also takes a look at some of the pitfalls encountered, too.

Regan also had a research project accepted for presentation at international communications conference. “Legacy Leading the Way? Community Journalism Experiments at Public Access TV in the United States” – will be presented at the 2016 [International Association for Media and Communications Research \(IAMCR\) conference](#) in Leicester this coming summer.

Her research will look at about five dozen community media centers based at public access “television” centers around the country which are producing community news and public affairs programming.

Edited by Sacha DeVroomen Bellman
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