



**September 2016
e-newsletter**

Letter from the president

Oh my goodness, y'all! I am so very excited about the fall convention in Atlanta. You might not know it given my current address, but I am a Georgia girl, and I love my home state. Additionally, programming director Bryce McNeil and his team have put together an amazing line-up and have really taken our strategic objectives to heart. The line-up includes pre-convention workshops put on by some of our media partners, keynotes and speakers specifically talking about diversity and diversity issues and sessions that cover all media subjects, not just traditional media.

Additionally Atlanta will be special to me for numerous reasons. My first convention was as a student and it was in Atlanta. A picture celebrating that experience still sits in my office and always makes me smile. On Thursday night one of my mentors, Robert Bohler, will be inducted in the CMA Hall of Fame. I couldn't be happier that this is happening in the state I met him in and while I am president.

Programming wise, one of my favorite students will be attending as a pro. When I met Charles Minshew of the Orlando Sentinel, he had never flown on a plane and had barely left Georgia. A decade later he is part of the keynote panel on covering tragedy, and he comes armed with a Pulitzer Prize. I love how Atlanta is bringing so many things full circle for me.



These things are some of the many reasons why I love CMA so much, and why I feel like it is such a family. It's a supportive community, with wonderful ideas, resources and passion.

And this community has more to look forward to: you can now buy CMA swag through our new [Café Press](#) site; we are adding to our current list of partners, and we have some great news coming soon about CMR.

As always, if you need anything, don't hesitate to ask. The board and I would love to hear from you, and we are always seeking ways to ensure that CMA is best serving our members.

Have a great semester, and I hope to see you in Atlanta.

Kelley Lash

at CMAATL16 paint pictures of success for students

By Alice Murray

"They made it. So can I."

That's an underlying theme organizers kept in mind as they searched Atlanta's media community for speakers who would best connect with students.

CNN's Gavin Godfrey grew up in Atlanta. After completing his journalism degree at Syracuse University, he returned to the city to break into the world of journalism. Not only does Godfrey pitch, write and edit content for CNN Snapchat and Cnn.com by day, after hours he writes for everyone from *Write Club*, *Song and Scene Missing* to *VICE*, *Boiler Room*, *Pigeons and Planes* and *The Boom Box*. He's also one third of *5Points*, a podcast with ArtsATL contributor Christina Lee — another CMAAtlanta speaker — and journalist Rodney Carmichael.

Convention goers will not only learn about today's medialandscape from Godfrey, they will hear from numerous presenters not that much older than themselves. Godfrey is one of dozens of presenters in his thirties.

"These are speakers who entered the same, or similar, job market as our students will," CMA Convention Planning Coordinator Bryce McNeil said. "We're aiming to give students career inspiration that they will find immediately relevant."

Other speakers who found success soon after college and closely identify with today's college students include:

Christina Lee: An Atlanta-based music journalist, Christina Lee's has appeared in *Rolling Stone*.com, MTV Networks, Spin and Gawker Media. The arts, music and culture journalist received her B.A. in 2008 at the University of Maryland, Philip Merrill College of Journalism. As she helped write for *Creative Loafing*, "Straight Outta Stankonia," won an Atlanta Press Club award as one of "Atlanta's Favorite Stories Over the Last 50 Years." (Hear more about Christina in our [podcast interview](#)).

Alex Acosta: Founded Soul Food Cypher



his degree in graphic production at Florida A&M University in 2008.

Zach Bell: A CG Artist for Turner Studios. His work is integral in sports broadcasts as his graphics have been featured on Inside the NBA on TNT, MLB Postseason on TBS and NCAA March Madness on TNT, TruTV and CBS. Bell graduated summa cum laude from Savannah College of Art and Design with a B.F.A. in Computer Art. He is also the only CMA presenter (that we know of) that is a proud owner of a pet pig.

Ellen Eldridge: The current president of SPJ Georgia covers breaking news for The Atlanta Journal-Constitution. She completed her first college degree in psychology in 2009 and returned to college for a second bachelor's degree at Kennesaw State University in Journalism and Citizen Media, which she completed in 2015.

Ryan Klee: Starting out in radio and sports broadcasting at the University of Florida, Ryan Klee began his career in public relations in Atlanta in 2004, working with such major accounts as the AJC Decatur Book Festival — the largest independent book festival in the country — as well as numerous healthcare and non-profit clients. Now he's moved on to video, and he is Senior Account/Business Development Director at Outdoor Flics video production company.

Elly Yu: As a radio reporter at WABE, the NPR station in Atlanta, Elly Yu's work has aired on NPR's Morning Edition & All Things Considered, Marketplace, and WNYC among others. She covers stories using a variety of mediums, including audio, video, text and infographics. Yu

in 2012. As executive director, Alex Acosta leads an innovative community arts organization that brings together Hip-Hop music, community outreach, and classrooms. He completed

holds a bachelor's in international relations from the University of Southern California, and a master's in journalism from the CUNY Graduate School of Journalism, where she co-hosted a podcast.



Don't forget the Silent Auction to benefit the Student Press Law Center on Thursday and Friday of the CMA conference. Members and students can donate and buy books, DVDs, jewelry, memorabilia, and other items. For more information, email PeggyE@usca.edu. To register, [visit the conference website](#).



Want to show your excitement for #CMAATL16? Come decked out in CMA apparel! Check it out! [Order your merchandise here.](#)



One big college media workshop

Imagine an event with the College Media Association, Associated Collegiate Press, College Broadcasters Inc., and the College Media Business and Advertising Managers coming together at the same time to give everyone in college media all the education and fun they can have in the same city.

It could be possible, but there are many hurdles to clear to try to make it happen.

When the summer workshops were finished in Minneapolis in July, board members from the above groups met and agreed to try to work together next summer in Minneapolis.

"The possibility of offering advisers and students more comprehensive training and more educational choices is super exciting," Kelly Lash, College Media Association president, said. "I'm thrilled to keep working with these groups to develop and deepen these partnerships."

Now folks behind the scenes are working to make a giant summer of work and fun for students and advisers alike. With people's budgets getting tighter and tighter, and college student enrollment in a decline, the group members at the meeting found it highly desirable to work together and possibly more in the future.

-- Kelly Messinger, CMA VP

Former CMA president updates online diversity guide

By Sacha DeVroomen Bellman

Rachele Kanigel wrote a story a few years ago about genderfluidity for San Francisco Magazine and struggled with some of the terms to describe the



people she quoted in her story.

"I noticed none of the terms were in the style guide," she said by telephone from her home in San Francisco.

That experience spurred her to update the diversity styleguide done about 10 years ago at San Francisco State University by the Center for Integration and Improvement in Journalism. She got a grant from SPJ and scoured about 20 different style guides to compile 750 terms related to all kinds of diversity. The website – <http://www.diversitystyleguide.com/> – is available for free to all student journalists and professional journalists.

"It has more background and context on covering different groups and covering issues like mental health and suicide," said Kanigel, an associate professor at SFSU and the adviser of the *Golden Gate Xpress*.

It's important for us to use the correct terminology, Kanigel said. "Every mistake you can make can be a problem for the relationship between journalists, sources and readers... People respect reporters who want to do use the right terms."

It's a supplement to the Associated Press Stylebook, Kanigel said. "If you look at the AP stylebook, it doesn't cover many of these terms. It only covers some of these terms. With this guide, I hope to fill some of those gaps."

Besides the online version of the book, Kanigel expects a book version of the style guide along with information about covering diverse communities. It is expected to be out late 2017 or early 2018.

Taking care of ourselves...

By Kelley Lash

Our friend at Clemson, Jackie Alexander, posted a great question to the listserv recently asking how we all practice self care. I didn't know it then but, man, was that a good question!

Here are a few of the wonderful ideas that came in over a weekend (like that doesn't tell you how busy we all are).

- Take a hot bath
- Have a ME day – no grading, no lesson plans, no calls from students, no texts, no emails. Or just get off the grid for a little while (no technology)
- Take a hike
- Pull back for a little while. Don't do those little extras (baking cookies, buying food, staying late, taking calls at all hours of the night) that make you feel good when things are going well and resentful when you're feeling stressed.

- Read a great novel (preferably one set in another time period that really carries you away)
- Learn something new that doesn't apply to your work
- Make art
- Binge watch a favorite TV show.
- Find a hobby outside of journalism
- Connect with your family
- Connect with students in silly ways. Have some fun with them
- Our team often blows bubbles. It's hard to think about all the things that stress you when you're trying to blow the biggest bubble.
- Connect with another adviser. If you don't have a mentorship connection, go [here](#) to sign up for that program. But the list always works, too
- If you can, ask about comp time. We often work after hours, so ask if you can come in a little late certain mornings. Doesn't hurt to ask.
- Recognize you aren't your best self.
- Exercise even if it's taking a walk to collect Pokemon
- Plan lunches, coffees, etc with people you enjoy.
- Keep in touch with some of your former students and enjoy the awesome humans they have grown into
- Manufacture small "wins" you can feel good about.
- Remember that on an academic schedule, you'll have a break soon
- Go shopping.
- Try one of the wonderful programs on mindfulness meditation on line, in iTunes, etc.
- Try to remember that you are in the education business, not the news business.
- Try yoga, maybe even keep a mat in your office for emergencies.

For those who are hesitant about meditation, check out Dan Harris' journalistic piece. <https://www.youtube.com/watch?v=ywp4vaFJASE>



CMA member news

The National Scholastic Press Association/Associated Collegiate Press board of directors named **Laura Widmer** its executive director. Widmer served on the College Media Association board of directors from 1989-1995 and was elected president in 1991. She also is a member of the CMA Hall of Fame. She advised student media at middle school, high school and college levels during her 33-year teaching career. While student media director at Northwest Missouri State University, her students and publications were honored with numerous national awards, including the Pacemaker.

Loni Smith McKown of Butler University participated in a panel discussion at the national conference of the American Association of University Professors in June in Washington, D.C. The discussion, moderated by John K. Wilson of the Illinois AAUP, was on "Academic Freedom and

College Media Advisers: In an era of brand management, one of the most vulnerable jobs in academia is that of the collegemedia adviser." McKown was terminated as adviser to the award-winning Butler Collegian last September.

Alexa Capeloto was granted tenure and promotion effective Fall 2016, and is now an associate professor of journalism at John Jay College. She's also still adviser to *The John Jay Sentinel* student newspaper.

Joe Dennis, assistant professor of mass communications and adviser of The Roar at Piedmont College in Demorest, Georgia, received his Ph.D in mass communication from The University of Georgia.

Allison Bennett Dyche, former assistant director for [Student Media](#) and adjunct instructor of journalism at Appalachian State University in Boone, North Carolina, has moved to Virginia Commonwealth University in Richmond, Virginia, to serve as director of the [VCU Student Media Center](#). Prior to her three years at Appalachian State, Dyche spent five years advising at the [SCAD Student Media Center](#) in Savannah, Georgia.

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

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