



**February 2017
e-newsletter**

Letter from the president

Shortly after I started advising, a friend asked me why I would want to work in journalism. Newspapers were failing and TV and online journalism was becoming more and more partisan. I told him that I wanted to work with young journalists to teach them the right way to do things before the “real” world taught them the wrong way. I still believe that, and I think it’s more important now than maybe ever before.

No matter your political thoughts, it is obvious that the “media” is in duress, and not all outlets are still striving to serve the greater good or inform the masses. Some politicians have called journalists “the opposition party” and repeatedly the press has strived for ratings and clicks instead of facts.

But there is hope. The New York Times reports an increase in subscriptions, as does the Washington Post. Normally quiet reporters are starting to ask tougher questions, and people are starting to vet the sources of their information more carefully.

And college media still exists.

Students are still pursuing journalism, working at our stations, writing for our online media. They are craving feedback, learning to take better photos, edit better video, ask better questions. They want to do things right.

Our members are learning new technology, networking with their



peers, seeking new revenue streams and defending student media.

CMA is dedicated to continuing its mission of serving educators and students in these challenging times. The sessions and speakers at the CMA Spring National College Media Convention in March will inspire you. And this summer’s Mega Workshop with ACP, CBI and CMBAM will also provide the resources you need from the experts in all areas of college media.

Likewise, the Feb. 15 webinar we’re offering in conjunction with the Student Press Law Center will equip you to better understand and respond to the threats to college media.

Know that we are standing with you and your students in this effort to preserve and protect the freedoms afforded to all of us through the First Amendment. I truly believe we are stronger standing together and that we can have confidence in our efforts and in our profession as we continue to train the next generation of journalists.

Kelley Lash

CMA hosts legal issue webinar with SPLC Feb. 15

Every adviser has had to cope with thorny legal issues, and most of us don't have a lawyer on retainer.

At conventions, Frank LoMonte, the executive director of the Student Press Law Center, often gets mobbed after his legal sessions. But some advisers can't go to conventions.

So the College Media Association will be bringing LoMonte and his help to you. *College Newsroom's Top Five Legal Issues* will be a webinar you can join at 4 p.m. EST Feb. 15.

"The SPLC takes nearly 1,000 calls from college students and advisers every year in addition to dozens of in-person workshops and trainings, and we realize that there's a real hunger for people to have reliable and up-to-date legal information that helps them overcome the obstacles that interfere with delivering the news," LoMonte said.

"We've boiled down some of the most-asked questions into a 50-minute presentation that's adaptable for use in the classroom, in the newsroom, or as a training tool for incoming staff members. We hope journalists will go out into the field equipped with knowledge of their rights and how to most intelligently assert, protect and improve them."

The webinar is \$30 for CMA members and \$40 for nonmembers. It will be retained on the website if you can't make the scheduled time.

"Frank LoMonte is always a popular speaker at our conventions and workshops, so we are really excited to be able to share his expertise with more people," Kelley Lash, CMA president, said. "Advisers and students will both learn so much from his expertise, and will be better prepared to face the threats that affect college media."

You may [register](https://collegemedia.org) for the webinar at collegemedia.org.

New York to feature panel on journalism and the Trump White House



CMA's conference in New York is six weeks away and much of the planning has been done.

Conference co-coordinator David Simpson reports the conference will have a whole track of sessions led by Society of Professional Journalist pro members about the work of journalists today.

A panel of SPJ pros also will participate in a discussion about the journalism and the Trump White House.

Besides that, Simpson says the conference will have a day-long track of sessions that will tackle the issue of sexual assault on campus, presented by Investigative Reporters and Editors. This will include a panel discussion with experts moderated by Tyler Kingkade, a

TAKE THE INNOVATION CHALLENGE IN NEW YORK!

Advisers: If you want to head home from New York with solid ideas to actually do something better, please seriously consider sending one or more of students (and yourself) to the "Innovation Challenge."

This is a FREE three-hour workshop beginning at 12:30 p.m. Monday.

Yes, many students are leery of signing up for three hours of anything at a busy NYC conference. But this is a very interactive, practical session with top-flight instruction by the leader of the nation's first social journalism graduate program (Carrie Brown Smith of City University of New York) and her grad

leading reporter on this topic, first at Huffington Post and now at BuzzFeed.

Hillary Warren, the other co-coordinator, has planned the many sessions that will be presented in New York. She said the conference will have two sessions on fact-checking and fake news with panelists from TED, the Google News Lab and ACES (American Copy Editors Society).

Keynotes at the conference will include:

John Avlon, editor-in-chief of the Daily Beast, is a CNN contributor and the author of “Independent Nation: How Centrists Can Change American Politics;” “Wingnuts: How the Lunatic Fringe is Hijacking America;” and, most recently, “Washington’s Farewell: The Founding Father’s Warning to Future Generations.” He will speak at 11 a.m. Tuesday

Monday’s keynote at 11 a.m. will be two women who are **“WINNING THE MEDIA LIFE: Working, Living, Leading (Even When You’re a Millennial!)”**

Ann Shoket is the author of “The Big Life: Embrace the Mess, Work Your Side Hustle, Find a Monumental Relationship, and Become the BADASS BABE You

students. They will help you conceive and design a new product/service/coverage plan to take home to YOUR campus.

Get tips on “design thinking” — not page design, not web design, but a design mindset for reaching an audience.

Were Meant to Be.” She was editor-in-chief of Seventeen for seven years and was named to the Forbes magazine list of “Most Powerful US Fashion Magazine Editors.”

Joanne Lipman is chief content officer of Gannett and editor in chief of its USA TODAY NETWORK, which encompasses USA TODAY plus 109 local publications including the Cincinnati Enquirer, Detroit Free Press, Des Moines Register and dozens of others. She was previously deputy managing editor of The Wall Street Journal, where she created Weekend Journal and Personal Journal. She subsequently was founding Editor-in-Chief of Conde Nast Portfolio and Portfolio.com. Her upcoming book is based on her viral Wall Street Journal article, “Women at Work: A Guide for Men.”



Early-bird registration ends Feb. 17

The CMA Conference in New York will be at the Sheraton on Times Square. [Reserve your room here](#) before Feb. 7! [Register for the conference here.](#)

Tables in NY to provide students help with resumes

By Holly J. Morris

In all the student job applications I’ve read in 15 years of hiring interns and entry-level employees, the saddest piece of resume padding I ever saw was “CopyMachine Literate,” listed under “Office Skills” on a two-page, double-spaced document adorned with a color portrait of the applicant.

How I wanted to stop and say, “Honey, no.” But I had hundreds more applications to dig through. Needless to say, Copy Machine Literate did not get an interview.

I’ve also received: A glossy headshot with a resume pasted to the back; a cover letter that ended with “I would be ore [sic] than interested in talking to you about what I consider to be a directionless publication”; and another that led with “Business writing peaks my interest.”

If you'd like your students to (gently) hear from someone other than you that their resumes and cover letters are cringingly ineffective; *really* need to be one page each; and should not be pink and/or scented, send them to the CMA resume/cover letter critique table and Sacha Bellman and I will do it for you.

We'll talk to them about how important it is to write a strong lede and show specific interest in a company when writing a cover letter, and about prioritizing and presenting information efficiently and clearly in a resume. Even if they don't yet have stellar journalism experience, we can show how to best highlight the skills they *do* have. And believe me, we won't send anyone away thinking Word documents are acceptable attachments when job seeking.

They can sign up here: bit.ly/cma_resume. Encourage them to do so early, because we can add slots if the initial 24 fill up fast.

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.

Hillary Warren has been super busy as one of the coordinators of the New York conference. But as the last session was planned, she took a few minutes to share more about herself. She is a professor of Communication at Otterbein University and has been a member of CMA for 14 years.



Professional story: I was a reporter for an NPR affiliate. My background is in radio news. I never worked for a newspaper until I became a newspaper adviser. In my sabbatical, I did work as a reporter for a local suburban newspaper ... so I could prove to myself and my students that I could do it.

Personal story: I'm from California and worked as a whitewater river guide. Now, I hike and bike and try to go to all the national parks.

Best advising moment: My students were covering a story about anti-gay graffiti showing up in the men's room. They had photos that were really graphic and they had a two-hour debate about what photos to use. They considered ethics, taste and audience and even their own professional futures. They did this all on their own... it was an amazing thing to watch.

Favorite conference moment: When Frank LoMonte called me fearless in a tweet.

Something funny behind the scenes from the planning of NYC?: How excited I get when we get another session, when I contact someone that I always admired and we get them.

What advice do you have for new members?:

Get on the listserv and have a friend that you can email on the side – but get on the listserv.

#Why do we advise?

By Nikki Boudreaux

College Media Association's #WhyIAdvise program has been up and running for more than a year now, giving advisers an opportunity to share their successes and foster a

sense of community in the profession.

As advisers to college student media face unprecedented challenges on their respective campuses, shared inspiration is more important than ever. Advisers have taken to social media and the CMA e-mail listserv to share their stories, which range from funny to thought-provoking to downright heart-tugging. We've collected more than 100 anecdotes as advisers across the country have adopted the #WhyIAdvise mindset.

So, why do we advise? Here are the top 4 reasons...

1. **Because we love to celebrate student successes.** From covering protests in Washington to dealing with crises on our own campuses, our students do some incredible work. Much of the time, they even do a better job than our professional counterparts. We are watching them navigate a difficult road in the media business these days, and they are handling the bumps with professionalism. That's something worth celebrating.

2. **Because we have already influenced some pretty cool people.** As advisers, we have lots of opportunities to make connections with our students. Some of the most rewarding moments happen when we can see the positive influence we've been. And when our students leave the nest, we know we have prepared them for the real world. And when they come back to share their lives with us, we can see first-hand the difference we've made.

3. **Because we want students to have a voice.** We spend every day in the First Amendment trenches, and we live for it. Fighting for our students ignites our passion. We can't live without it.

4. **Because it's good for the soul.** We can all site that one big reason why advising student media is good for the soul. Maybe it's the late night pizza with students on deadline. Or it could be those "have a Kleenex" moments with students who have no one else to turn to. Perhaps it's geeking out over things that only us media nerds really "get." Or maybe, just maybe, it's because journalists are designed to want to make a difference, and student media advising gives us an opportunity to do just that, day in, day out. After all, we all want to change the world.

So why do you advise? Tell us on the listserv, or #WhyIAdvise on social media.

CMA members, pros work to inspire students

Want to inspire students to succeed as professional journalists?

Try introducing them to some young journalists who have excelled in today's media market.

That is the premise of an ongoing series of workshops presented by The Atlanta Press Club, designed in collaboration with Georgia State University and VOX Teen Communications.

Started in the fall of 2015, the workshops, called "Get the Scoop," are offered free to college journalism students, and the speakers are in their 20s and 30s — not that far removed from college themselves. Scheduled for midmornings on Saturdays, the events close with a free light lunch for the attendees.

Bryce McNeil, CMA board member and assistant director for student media at Georgia State University, and Alice Murray, student media adviser at Georgia State's Perimeter College, serve on the Atlanta Press Club student outreach committee that organizes and plans the sessions. They are currently planning a session for spring semester 2017.



McNeil called the workshops an overwhelming success.

“The program gives students a personal learning experience with young professionals in their field. Moreover, they walk away with ideas they can apply right now. The impact is immediate in the Signal, GSTV and Album 88 news meetings in terms of what gets pitched and how they approach their stories,” McNeil said.

Jay Lawrence, Atlanta Press Club board member, added, “We want students to feel the energy and excitement of being a young journalist today, and no one can tell it better than the emerging stars in the Atlanta Press Club.”

The young professionals “have so much practical advice about getting into and thriving in the profession,” he said. Lawrence was a reporter at *The Atlanta Constitution* and *The Courier-Journal* in Louisville before entering the corporate world. He recently retired from a position as Southeast Communications Director for Wells Fargo.

More than 50 students took part in each of the first two events. The first event, on the Georgia State University campus in downtown Atlanta in the fall of 2015, featured CNN correspondent Nick Valencia, freelance music and culture journalist Christina Lee, and WABE-NPR reporter Elly Yu.

Kennesaw State University (KSU) hosted the second event in the spring of 2016 featuring Lee, Yu, and Roger Newton, video editor for the Center for Sustainable Journalism at KSU. Carolyn Carlson, Associate Professor of Communication at KSU, coordinated the program.

With almost 600 members, The Atlanta Press Club is the largest press club in the country other than the National Press Club in Washington, D.C.

(Pictured above is Elly Yu, of Atlanta's NPR affiliate, right, talks to Perimeter College student Lacey Harper.)



CMA member news

The Daily Collegian, PennState's student-run newspaper, said goodbye to longtime General Manager **Patricia Hartranft**.

Patti, who was inducted into the Collegian's Hall of Fame, retired after 40 years with the Collegian, the last six as general manager. Her last day was Jan. 27.

Wayne Lowman is the new general manager. He started work Jan. 23.

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

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