



September 2017
e-newsletter

Letter from the president

Welcome back to school!

Or, if you are from Texas, Louisiana, Florida or Georgia, welcome back to school ... again.

Hurricanes Harvey and Irma sure have made the already busy back to school time even more hectic. My home state and my current state have certainly experienced devastation and loss. But they've also witnessed neighbors serving neighbors, and quite frankly, some great journalism.

As a Houstonian and a journalist at heart, I spent my Harvey vacation hunkered down with my local ABC station on my TV pretty much 24/7 (we were lucky to never lose power). Not only did these journalists help us track the storm and judge the severity, they were out in the flood waters, on the boats and trucks, literally rescuing people from raging waters.

Because these journalists were armed with cameras, passersby would direct them toward a house to help a family member or a friend. These brave souls would put down their microphones and assist people to safety.

They also captured the stories and the spirit of these evacuees. They helped deliver babies, told us where volunteers were most needed and what donations were in demand. And they are still here, reporting on the clean up and the relief efforts.

I was reminded how much I love this



in it. I know that it's easy to get bogged down by the inaccuracies, the biases and the missteps of the media, but those foibles aren't truly indicative of our profession. This is still a noble, worthwhile profession.

My hope is that we all continue to focus on how vitally important our jobs are and how we contribute to the next generation of storytellers. The convention in Dallas will offer sessions from some amazing professionals and students who have learned how to affect change in their communities. We will also have sessions on the technology that allows us to communicate more quickly and effectively, and sessions about how to tell the truth when people don't want you to.

And if you can't [join us in Dallas](#), I hope you will still feel reinvigorated by the power journalism possesses. I hope you will share your tips and tricks with us, and remain engaged in the conversation on how to generate new revenue and utilize new technology.

We have so much to learn from each other and to then share with our amazing students.

Kelley Lash

Highlights of the Dallas Conference

People to see...

OUR KEYNOTE SPEAKERS:

BOB SCHIEFFER

The veteran Washington correspondent for CBS News who has interviewed every president since Richard Nixon will talk about his time covering the capital and inspire future journalists.



DAVID O. BROWN

Dallas' former police chief and current ABC News contributor will talk about his unique experience on both sides of the police-media divide.



HUGH AYNESWORTH

The Dallas Morning News reporter awoke on Nov. 22, 1963, never expecting to cover the murder of a president. He'll discuss that day as well as his illustrious 50-year career in journalism.



STELLA CHAVEZ

An award-winning education reporter/blogger for KERA, she will talk about how she adapted to the medium of public radio to keep doing what she loves — tell stories.



Places to go...

LEARN FROM MEDIA PROS

More than 270 sessions covering the spectrum of media will be available, including appearances by more than 100 media professionals.

TIPS TO TAKE HOME

Sign up for a critique by some of the best minds in college media so that you can take valuable advice back home to improve your product.

BEST OF THE BEST

See examples of the best college media has to offer by attending the CMA Pinnacle Awards and the ACP Pacemaker Awards, both of which will be given during the convention.

HAVE SOME FUN

Get critiques from your colleagues over cereal at Midnight Snack. See the country's best student films at the CMA Film Festival. And even interview the undead on Halloween weekend at Zombie Stories.

TAKE IN BIG D

Walk through history in downtown. Hear the best live music in Deep Ellum. Take a trolley to see a movie in Uptown. Take the streetcar to go shopping in Bishop Arts. Dallas awaits.



Find all information including registration, hotel and the schedule for the National College Media Convention, visit [our website](#).



The winners of the Pinnacle Awards will be presented at the National College Media Convention. CMA's Pinnacle Awards honor the best college media organizations and individual work.

#WhyIAdvise Wednesdays return

It's time to re-start #WhyIAdvise Wednesdays.

Nicki Boudreaux started this social media campaign to help us think of the positives of our jobs. Nicki stepped down because she is not advising, but she is teaching at Nicholls State University. A shout-out to her for setting the tone for this project.

"When #WhyIAdvise started, it caused us to take pause and be mindful of all the positives about what we do," Boudreaux said. "It reminded us of the difference we make in the lives of so many students. It gave us the momentum to make it through another day, another crisis. It helped us redefine our purpose. The value in that is immeasurable."

Look for #WhyIAdvise Wednesdays for a little something to make you smile, think or be proud of what you do. Sometimes we forgot how our jobs rock. So, please, get on Twitter and share your Why I Advise advice. Let's remind each other that what we do matters.

Kelly Messinger

Executive director quoted in Walsworth blog post

Meredith Taylor, CMA's executive director, was recently interviewed for a blog article with Walsworth. She talks a lot about CMA and the successful ways to run different kinds of events.

Will webinars replace conferences? Taylor is asked in the article. "I don't think that they'll ever completely go away because being with your peers and your industry colleagues, whether it's once a year or once a month, makes you better at your job because you are making the connections that make you a better professional."

We couldn't have said it better ourselves. [Here is the blog post.](#)

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.

Chris Whitley is the coordinator of the Dallas Conference. He's been at Tarrant County College for almost 10 years and just recently was named director of student publications. He took some time out of his Dallas planning on the day of his newspaper's deadline to tell a little about himself.



Professional story: I was a reporter for close to 10 years. Even after I became an adviser I freelanced for 10 years (mostly at The Dallas Morning News) as well. I've worked in many different places. Mostly newspapers, but I did work for NBC in New York as an interactive producer. I was on the 7th floor of Rockefeller Center. I didn't get to do as much original reporting as I'd hoped to and then I got laid off. This led me back home to the University of Texas at Arlington. In 2008, I left UT Arlington to go to Tarrant County College. I went there because they also allowed me to teach in a classroom as well as advise. And they offered me something very attractive, which was summers off. In the last month, I became director of student publications. Here at TCC, we have five campuses throughout Tarrant County, which is a big metropolis of nearly 2 million people. Making everyone throughout the county happy is pretty impossible.

Personal story: I was born in Dallas, which is why I'm so excited to be coordinating the

college media conference here. My parents still live in Grand Prairie. My wife is from Ohio and I traveled to Ohio – at the Youngstown Vindicator – to be closer to her. After we left New York, we got married in 2003. Her name is Melissa Dease and she is the youth services administrator for the Dallas Public Library system. She married me so she could enjoy warmer winters.

Best advising moment: It was my sixth day on the job – Sept. 11. I had just moved from New York and so when we saw the planes hit the towers, it was shocking for everybody... but we had a kind of detached feeling because we were just there. Very difficult to talk about that time. It was really hard trying to keep focused. That staff I had that first semester at UTA will always be very special. They kind of kept me going that day.

Favorite conference moment: I have been going for 16 years now. I went to New Orleans one month after 9/11. Went to Kansas City after Hurricane Katrina moved it from New Orleans in 2005. The 2012 convention was in Chicago a week before Obama was re-elected and had his party in Chicago.

My best memory was in Chicago and that was my first Midnight Snack. We stayed up till 3 or 4 in the morning, critiquing papers and eating cereal. Just all those people who were so into their craft. The fact they were all willing to give up sleep was amazing. That's why I wanted to make sure we have midnight snack in Dallas. Not till 3 or 4, but it will definitely be a lot of fun.

Advice for new members: No. 1 – go to a convention – go to Dallas, go to New York. There is really no substitute for seeing what it is like. Take the new member track that Kelly Messenger runs. It is a really good program. You are learning as your kids – your students – are learning. I wish they'd had it when I started. Sign up for a critique and then sign up to do someone else's critique. It helps you focus on what you're looking for in your own work, by seeing someone else's work. Praise the good stuff and see what they need to work on.

CMA member news

Vince Filak is rolling out another new book: "Dynamics of News Reporting and Writing: Foundational Skills for a Digital Age." The book will be available for purchase in late December/early January. Filak says the book is unique because not only does it have a multi-platform approach, with a strong emphasis on traditional skills, it includes multiple appendices for key skills that people say "Nobody ever tells us how to do this!" The biggest add, though, is the ongoing blog: DynamicsOfWriting.com. This includes chapter-specific adds when news breaks or things change that matter to the content. On the site, he has a half-dozen pro guest bloggers as well as opportunities for live chats with the author and other pros.

Rachele Kanigel was promoted to professor of journalism at San Francisco State University. Kanigel, immediate past president of College Media Association, advises *Golden Gate Xpress*, the student newspaper, and teaches courses in magazine publishing, writing and reporting, and media entrepreneurship. She is the author of "The Student Newspaper Survival Guide." She is currently at work on her second book, "The Diversity Style Guide," which will be published in the summer of 2018 by Wiley.

Danny Lemos, ASI Student Media Coordinator was recently appointed to the Intercollegiate Broadcasting System (IBS) Board of Directors for his experience and outstanding involvement in college radio. For several years Lemos has worked as the student media coordinator for Associated Students, Inc., where he has advised and mentored students involved in print, broadcast and video journalism. Prior to coming to ASI, Lemos worked at KXLU-FM at Loyola Marymount University, KILS-FM for "Rick Dees In The Morning" and "The Rick Dees Weekly Top 40," and wrote for ABC-TV. Since coming to CSULB, Lemos' students have won several IBS national awards - including this year taking first place in "Television Variety" for video and "Best Specialty Show" for radio, and third place for "Television News." The Intercollegiate Broadcasting System (IBS) is a national nonprofit education organization that has served high school, college and community radio stations for over 75 years.

Kyle Miller, assistant professor at Northwest Missouri State University, successfully defended his dissertation "Educational engagement: College radio, digital media, and organizational change" in June. He received his doctorate degree in Mass Communications from the University of Iowa. His job at Northwest Missouri includes teaching video journalism, media writing and media literacy.

Natasha Casey won the Hudson Prize for Outstanding Teacher and Campus Leader at Blackburn College. She is the adviser of the student newspaper "The 'Burnian."

Amanda Bright is the editorial adviser for the *Warbler* yearbook at Eastern Illinois University. The book is in its 99th year. Bright is an adjunct instructor with the department, also teaching writing for news media while she finishes her doctorate at Indiana State University in Terre Haute.

Carleigh Hill of Eastern Washington University (Cheney, WA) was promoted from an adjunct professor to a full-time lecturer, bringing the number of full-time staff in the journalism program to three. She will continue in my role as Faculty Adviser for The Easterner and also take on the role of Chair of the Board of Student Publications.

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

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