

Associated Collegiate Press

**College Media Business
and Advertising Managers**



COLLEGE JOURNALISM CONVENTION

Feb. 27-29, 2020

San Francisco Hyatt Regency

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Download the app for updates

For the latest info on convention sessions and speakers, download **CrowdCompass AttendeeHub** from the app store.

Search **ACP/CMBAM** within the app and download the guide.

On-site critiques

Bring your staff and your publications and URLs for a full review of what works and what doesn't in your publication.

(No need to turn them in ahead of time.)

Professionals and student media advisers will help you improve what you do and praise what you do well.

Each critique lasts 25 minutes and costs \$20.

If you signed up for a critique session during online registration, you received an email with your assigned critique time.

Editor-in-residence Bill Elsen

Pacific B / Pacific Level

Sign up at the registration area for a 20-minute chat with Bill Elsen, a former editor and director of newsroom recruiting and hiring at The Washington Post.

Get advice on your portfolio and about internship and job possibilities.

No more than two students per session, please.



Hyatt Regency San Francisco

All Pacific-named rooms are on the Pacific Level.

Grand Ballroom A in on Street Level.

The Garden Room and the Waterfront Rooms are on Atrium / Lobby Level.

On Thursday, exhibits are in the Market Street Foyer / Street Level.

On Friday, exhibits are in the Grand Ballroom Foyer / Street Level.

ACP Best of Show

All student media outlets with students attending the convention are eligible to enter the Associated Collegiate Press Best of Show competition.

Go to acpcmbam.org, click the Best of Show menu, and see this convention's Best of Show categories—including six advertising categories. They're co-sponsored by College Media Business and Advertising Managers.

Then bring your newspaper, yearbook, magazine, website

URL or broadcast URL to the Best of Show desk near convention registration.

The deadline to enter is 11 a.m. Friday.

Winners will be announced after Saturday's closing keynote, which starts at 3 p.m.

The contest is \$20 for ACP members and \$30 for nonmembers. The new advertising contests are \$20 for ACP or CMBAM members and \$30 for nonmembers.

ACP People's Choice Awards

New this year — you help pick the top publication in attendance at the College Journalism Convention in our first-ever People's Choice Awards.

Submit your publication in the Grand Foyer, and then gather staff on Friday to view publications and make your all-staff vote.

The vote-winners will be announced at the ACP Awards Ceremony, along with the separate Best of Show contest winners, after the Saturday keynote speaker, which starts at 3 p.m. in Grand Ballroom A, Street Level.

Thank you
to our convention sponsors



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Northwestern | MEDILL

Welcome to San Francisco!

The midwinter convention means sensational sessions, keynotes and sponsors, and ACP and CMBAM have again joined forces to bring learning opportunities to everyone on your staff. We are glad you are here and want you to take advantage of all this convention has to offer.

We have a great lineup of professional journalists and tech experts. Thanks to great folks from the San Francisco Chronicle, East Bay Times, Google, USC Annenberg, Northwestern University and other local professionals, we're offering sessions on journalism, technology and business topics just for you. Take the opportunity to speak one-on-one with all presenters after their sessions.

Throughout the convention, our editor-in-residence, Bill Elsen, will sit down with you to discuss internships, résumés and preparedness for the job market.

Besides the great pros, we have some of the best advisers in the country to work with you. We have critiques throughout the convention, and Best of Show awards presented on Saturday. Also, this year, each staff will have the opportunity to judge a People's Choice Award to be presented at the Best of Show awards on Saturday. ACP will also announce a new Pacemaker award, and we will announce our first joint Pacemaker award with CMBAM.

CMBAM will be host to the Pitch-Off competition Saturday morning and then close out the convention with its annual awards banquet on Saturday evening. Congratulations to the business and advertising teams who are here. Best of luck to you at the awards!

As always, we welcome California College Media Association and its members. Congratulations and good luck as you celebrate your year of successes Saturday night.

We hope you take advantage of this wonderful city. San Francisco is one of America's iconic cities. The Golden Gate Bridge, Fisherman's Wharf, Alcatraz Island, Chinatown and Lombard Street are just a few of the must-see spots. Ride the cable cars. Take the ferry to Sausalito, across the bay. And then there's the food — with some 3,489 places to eat, more per capita than any other major U.S. city.

We hope you enjoy everything San Francisco and the ACP/CMBAM convention have to offer. Please let us know what we can do to help make your weekend a great experience.

Laura Widmer

ACP Executive Director

Tami Cindea Bongiorno

CMBAM President

Keynoters



6 p.m. Thursday

from left

Julia Prodis Sulek

David DeBolt

Thomas Peele

Ray Chavez

Robert Salonga

East Bay Times

Journalists from the **East Bay Times**, in Walnut Creek, California, will revisit their extensive coverage of the December 2016 Ghost Ship fire, which killed 36 people at an Oakland warehouse party.

The Times won the 2017 Pulitzer Prize for its efforts.

One of its narrative stories, **“The Last Hours of the Ghost Ship,”** won enormous praise for taking readers inside the warehouse as the fire started, then raged out of control, as Oakland firefighters fought to save those inside.



Officers from the bureau of Alcohol, Tobacco and Firearms investigate the morning after fire swept through the illegally converted warehouse known as the Ghost Ship, killing 36 people trapped inside during a concert.
(Ray Chavez/Bay Area News Group)

Keynoters

11 a.m. Friday

Kevin Fagan and Brant Ward

San Francisco Chronicle



Kevin Fagan is a veteran reporter at the San Francisco Chronicle.

He specializes in enterprise news-feature writing and breaking news, taking particular pleasure in ferreting out stories others might not find — from profiling the desperate lives of homeless drug addicts to riding the rails with hobos, finding people who sleep in coffins and detailing the intricacies of hunting down serial killers.

From 2003-06, Fagan was the only beat reporter in the United States covering homelessness full time. He has witnessed seven prison executions and has covered many of the biggest breaking stories of our time, from the Sept. 11 terror attacks and the Columbine High School massacre to the 2008 presidential election.

Brant Ward is an award-winning photographer based in Sonoma County, California, with more than three decades' experience documenting social issues, poverty, politics, major sporting events and human conflict all over the world.

Before he retired as a Chronicle staff photographer, Ward was honored for his work, including the Robert F. Kennedy Journalism award, POYi World Understanding award, the James Aronson award for Social Justice and the Harry Chapin Media award.

He has also won awards from the Associated Press, the California Newspaper Publishers Association and local organizations. He is a champion of nonprofits and the underprivileged and brings compassion and humility to his work.

11 a.m. Saturday

Monika Bauerlein

Mother Jones



Monika Bauerlein is CEO and president of Mother Jones. At 11 a.m. Saturday, she will discuss her magazine's groundbreaking investigative stories.

MoJo, an iconic American magazine, presents news, commentary and investigative reporting on topics including politics, the environment, human rights and culture.

Under Bauerlein's leadership, with vice president

and then co-editor Clara Jeffery, Mother Jones expanded with a Washington, D.C., bureau and innovated digitally to build a 10-fold increase in traffic. Bauerlein is a former investigative editor and alternative-weekly editor.

In recognition of their support for investigative reporting and independent journalists, Bauerlein and Jeffery have been awarded the 2019 I.F. Stone Medal for Journalistic Independence.

3 p.m. Saturday

Debra Cleaver

Vote.org



Debra Cleaver, the founder and former CEO of Vote.org, speaks at 3 p.m. Saturday.

Cleaver is a pioneer in digital voter registration and absentee voting. Founded as longdistancenvoter.org, Vote.org has registered almost 2 million voters since 2016. Cleaver developed and expanded peer-to-peer SMS as a voter-

registration and get-out-the-vote tactic in 2016. She then scaled the program to reach millions in 2018.

Under her leadership, Vote.org enabled voters to do everything from register to vote to find their polling places — and then it gave those tools to any person, organization or company.

Thursday sessions

Check the convention app for the latest information —
ACP/CMBAM from CrowdCompass AttendeeHub.

2 p.m. Thursday

2-2:50 p.m.

Pacific E / Pacific Concourse

VISUAL JOURNALISM

Capturing the moment

Award-winning photojournalist Gabrielle Lurie talks about her work with the San Francisco Chronicle, her inspirations, the Bay Area Women Photograph meet-ups and more.

Gabrielle Lurie, San Francisco Chronicle

2-2:50 p.m.

Pacific J / Pacific Concourse

REPORTING

Words are(n't) hard

If you've never met a narrative lede you could celebrate, this session is for you. You'll learn how to take smart chances, when to play it straight and when to have fun, and how best to engage an audience using all the tools of the craft.

*Lisa Renze Rhodes,
Ball State University*

2-3:50 p.m.

Pacific L / Pacific Concourse

WEB/SOCIAL

Face-to-face with Facebook

Want to learn the best Facebook techniques for both your media outlet and your own branding? There's no shortage of advice — but none of it from Facebook itself. Until now. Facebook has trained a handful of journalists to travel the country and teach both basic and advanced tactics. Come with questions, because the training shifts according to what you want to know.

Lynn Walsh, Trusting News Project

2-2:50 p.m.

Pacific I / Pacific Concourse

BUSINESS: ADVERTISING

Paper money: How to sell more ads for more money

With a grant from the Society of Professional Journalists and support from flytedesk, former student-media GM Paul Bittick visited a half-dozen college newspapers and intensively trained their sales teams. Each one sold more ads after he left. Learn how you can raise revenue — and win a free, personal consultation of your own.

*Michael Koretzky,
Society of Professional Journalists
Paul Bittick, consultant*

2-2:50 p.m.

Pacific D / Pacific Concourse

TV/RADIO/PODCAST

So you want to start a podcast?

Peter Hartlaub and Annie Vainshtein are co-producers of the Datebook Podcast for the San Francisco Chronicle. They'll talk about starting a podcast from the ground up, finding a good story, marketing your podcast and why strong interviewing techniques are paramount in podcasting. Hartlaub and Vainshtein will advise how to set yourself apart in a suddenly very crowded podcast market.

*Peter Hartlaub and Annie Vainshtein,
San Francisco Chronicle*

2-2:50 p.m.

Pacific K / Pacific Concourse

CAREER

Freelance, the F word you'll learn to love

You're a journalist. You've just been handed your degree. And you probably have a job or internship or fellowship lined up. But what if you don't? It's cool. Because we are in the age of freelance, people. More media groups than ever before are relying on freelance writers to power their content machines. So how do you get their attention? We have some tips.

Robert Morast, San Francisco Chronicle

2-2:50 p.m.

Pacific M / Pacific Concourse

DESIGN

Art direction and conceptual thinking

Love those amazing cover images for the NYT magazine, Wired and Rolling Stone? This workshop will help you become a strong art director. You'll develop skills with visual metaphor, wordsmithing and conceptual thinking. You'll learn tools for brainstorming, collaborating, innovating — illustration and photography across platforms — everything you need to inspire award-winning storytelling.

Sara Quinn, Sara Quinn Media

2-2:50 p.m.

Pacific C / Pacific Concourse

CMBAM

New to or interested in joining CMBAM?

Join the CMBAM president and CMBAM president-elect to discuss what CMBAM has to offer your organization and how membership can help sustain it.

2-2:50 p.m.

Pacific H / Pacific Concourse

BUSINESS: LEADERSHIP

So you want to be a leader?

Here's how

Join Minnesota Daily Media's human resources director as he shares what it takes to be a successful leader within a team, organization or group of people. Here's a hint: it's definitely more than just having the job title.

Tyrese Levery, Minnesota Daily Media

2-2:50 p.m.

Pacific N / Pacific Concourse

BUSINESS: SALES

Prospecting that pays

This session provides a proven prospecting methodology that not only creates sales opportunities, but is also easily implemented and enjoyable. It will provide guidance on proactively preparing a sales strategy each month and determining your individual "magic prospecting number" to achieve your goals and give yourself a raise. You will learn how to successfully approach prospects in a manner that opens doors, and keeps them open, even if prospects initially tell you they are not interested. This session is a must for those who sell and those who lead sales teams.

Kelly Wirges, ProMax Training & Consulting

2-2:50 p.m.

Pacific O / Pacific Concourse

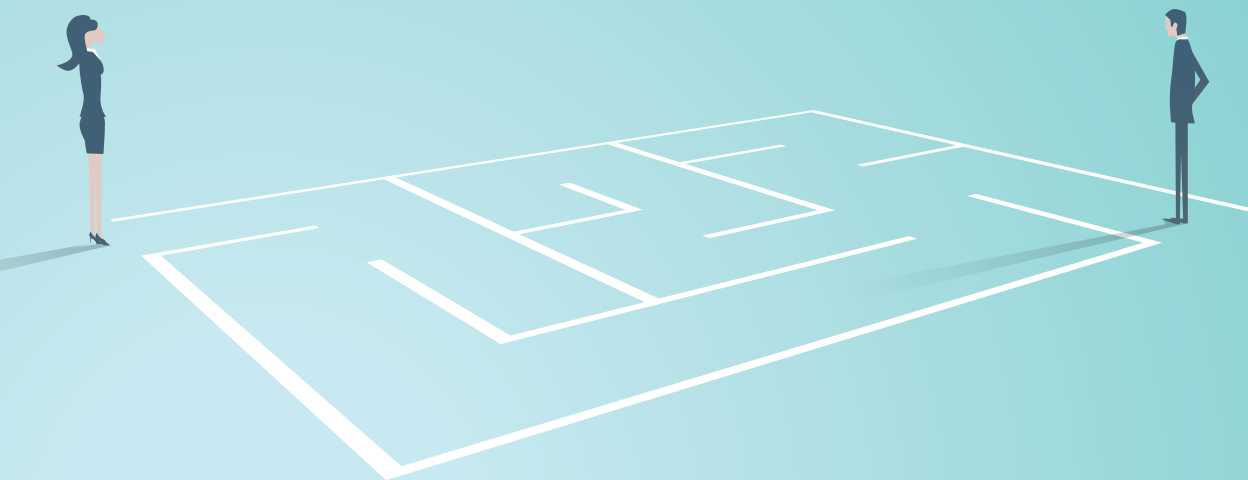
BUSINESS: SALES

How to sell like a start-up

Startups and student newspapers have a lot in common — we're both composed of small, passionate, and scrappy teams that need to sell to survive. Yet figuring out exactly what your clients want to hear and buy can feel a lot like trying to shoot for a bullseye in the dark. In this session we'll explain how flytedesk is overcoming that hurdle. In the last four years, we've brought millions of dollars to student newspapers across the country. We'll share some tips and tricks that have helped us along the way.

Piper Jackson-Sevy, flytedesk

CAREER MAZE OR CAREER PATH?



At ACBJ, our Advertising Sales Associate (ASA) program is designed to put you on the path to a fulfilling career in ad sales. Located in 40 markets nationwide, we're looking for smart, talented, young sales professionals focused on selling, prospecting, calling and emailing to generate new business.

YOUR CAREER STARTS HERE. ► ACBJ.COM

ACBJ IS A DYNAMIC ORGANIZATION OFFERING:

- Local business journals with fiercely loyal readership
- High traffic, content-rich websites
- Exclusive daily email updates
- Influential business events



Thursday sessions

Check the convention app for the latest information —
ACP/CMBAM from CrowdCompass AttendeeHub.

3 p.m. Thursday

3-3:50 p.m.

Grand Ballroom A / Street Level

CAREER

What you're learning today can secure your future

Naomi Driessnack worked in student media during her years at Western Kentucky University, where she graduated in 2016 with a degree in photojournalism. She rose to be co-editor-in-chief of *Talisman*, WKU's yearbook, in its final year in that format and oversaw the groundwork for its successful transition to a life and culture magazine and website. We'll discuss how working in student media prepares you for the unexpected turns your career can take — including, in Naomi's case, landing a highly coveted job in New York and Silicon Valley — and reveal truths she wishes she had learned sooner. And we'll leave plenty of time for your questions.

Naomi Driessnack

3-3:50 p.m.

Pacific D / Pacific Concourse

REPORTING

Covering breaking news

Student journalists are often covering breaking news, whether it is a natural disaster or a mass shooting. In 2018, Pepperdine student journalists covered both within 36 hours. Come find out how students can best prepare their newsrooms and their staff for the unthinkable. **Session sponsored by California College Media Association.**

Elizabeth Smith, Pepperdine University

3-3:50 p.m.

Pacific M / Pacific Concourse

REPORTING

How to cover a music festival before you're old enough to drink at one

Yes, you can cover 13 bands in eight hours. You can interview musicians and not get lame answers. You can write a review before your first caffeine buzz wears off and a detailed preview for the next day without staying up all night. Learn how to plan your day (and even the best times to eat) from a young reporter who's covered festivals for major publications.

Emily Bloch

Society of Professional Journalists

3-3:50 p.m.

Pacific E / Pacific Concourse

DIGITAL

Tips for spotting and dealing with fake news

Learn the history of the concept — and how it affects you, your sources and your readers. We'll learn more about checking facts, images and numbers, and then how you can respond.

John Pilge

Society of Professional Journalists

3-3:50 p.m.

Pacific I / Pacific Concourse

DESIGN

Launching your creative career

Job searches aren't much fun. When you're just starting your career, it's often hard to know where to begin. How can you position yourself to get hired? What's the best way to show off your skills? Where are those great creative jobs? We'll talk about résumés, portfolios, networking and the things NOT to do. And how to successfully launch your creative career.

Kevin Fullerton, Springboard Creative

3-3:50 p.m.

Pacific K / Pacific Concourse

LEADERSHIP

Building healthy relationships with administrators

If they are doing their job correctly, news organizations will get under the skin of college administrators at times because they will be publishing stories that don't necessarily make those administrators — or their universities — look good. A veteran adviser will lead a discussion about how to keep healthy relationships with administrators, faculty, staff and students.

Mark Witherspoon, Iowa State University

3-3:50 p.m.

Pacific J / Pacific Concourse

REPORTING

Gender awareness and inclusive language in reporting

Have you ever been called by a name or gender that you don't identify with? Misgendering someone is disrespectful and dismissive. This session will look at how student news organizations can foster a culture of inclusivity in the newsroom, in its reporting and in

the content produced and published. Panelists will also discuss the correct use of gender pronouns. **Session sponsored by California College Media Association.**

Toni Albertson, Mt. San Antonio College

Michelle Dowd, Hector Solarzano,

Lux Montes

3-3:50 p.m.

Pacific C / Pacific Concourse

BUSINESS: ADVERTISING DESIGN

Designs on revenue:

Creating cash from creatives

As we all look for new sustainable revenue sources to help support student media, we often overlook some staff members' ability to contribute to the bottom line. Let's talk about designers. Too often utilized as a service position, these individuals have a lot of marketable ideas that you can turn into a low-overhead, profitable long-term investment in your organization.

Charlie Weaver, University of Minnesota

3-3:50 p.m.

Pacific H / Pacific Concourse

BUSINESS: MARKETING

Improving brand awareness

When I first started, we set out to determine the brand awareness of our publications, one of which has been around as long as the school (70 years)! We found that among students, brand awareness was incredibly low. But among faculty and staff it was high. Let's talk about the strategies and tactics to improve brand awareness across campus and across our target audiences.

Jennifer Newton,

California State University, Long Beach

3-3:50 p.m.

Pacific N / Pacific Concourse

BUSINESS: SALES

Developing a competitive multimedia advantage

Advertising options are numerous. competition is fierce. This session teaches methods to assist salespeople in becoming the media consultant of choice by recommending the right combination of solutions, at the right time, to produce the right results. Tips and techniques are shared to encourage representatives to establish their personal competitive advantage by offering strategic multimedia advice and developing customized solutions that create a WIN-WIN — a win for clients, a win for the company and a win in commissions.

Kelly Wirges, ProMax Training & Consulting



Atlanta *2020*

Fall National College Journalism Convention

Oct. 21-25, 2020

Atlanta Hyatt Regency

collegemediaconvention.org



Thursday sessions

Check the convention app for the latest information —
APC/CMBAM from CrowdCompass AttendeeHub.

3-3:50 p.m.

Pacific O / Pacific Concourse

BUSINESS: MANAGEMENT

What's in your toolbox?

Software and resources to run your media business operations

Using the right software can automate and increase your business operations efficiency, but some can cost you more time effort and money than they are worth to implement. Participants will share and discuss different software they use — what they like, what they hate and what is critical. All different kinds of software at different price points will be discussed. Come see how organizations like yours are using CRMs like Salesforce or HubSpot, and project management like ASANA, Airtable, Podio and more.

Nathan Laursen, Utah State University

4 p.m. Thursday

4-5:50 p.m.

Pacific D / Pacific Concourse

REPORTING

Scraping data with Google tools

Don't be scared of APIs. In this hands-on session, you'll learn how to scrape information from online databases with tools you already know, like Google Sheets, through application programmer interfaces. Then, you'll find a story by analyzing and visualizing your data. A laptop and Google account are required for this session.

Eric Blom, San Francisco Chronicle

Kazi Awai, Audrey DeBruine

4-4:50 p.m.

Pacific K / Pacific Concourse

VISUAL JOURNALISM

Shooting short visual documentaries

This session will teach you how to find a story idea and turn it into a short documentary for the web including tools and needed techniques. The workshop will cover a discussion of editing video clips so they tell a compelling, complete visual story.

Ken Kobre, photojournalist

4-4:50 p.m.

Pacific A / Pacific Concourse

ADVISING

Advising 101:

Introduction to advising

Whether you've been advising for six months or six years, you likely have been

asked the age-old question: What is an adviser? This session will help you better understand your role so you can help others better understand what you do and what you don't do. Topics include the role of the adviser, its challenges and the basics of advising.

Kenna Griffin, University of Southern Indiana

4-4:50 p.m.

Pacific M / Pacific Concourse

LEADERSHIP

Dealing with

your dysfunctional staff

A student media staff is a collection of misfits: The one who won't shut up. The one who won't speak up. The photo editor who needs to step up. And the great writer who never meets deadline. Problem is, EICs treat them all the same, and it doesn't work. Learn a better way. Bring your problems.

Michele Boyet

Society of Professional Journalists

4-4:50 p.m.

Pacific L / Pacific Concourse

CAREER

Pitch perfect:

Taking your stories national

YR Media (formerly Youth Radio) is the national network of youth journalists and artists behind the yr.media platform. We contribute to the NYTimes, Teen Vogue and NPR. Workshop pitches with editors, who share tips on getting your print, audio and visual stories maximum effect (and how to get paid).

Nancy DeVille, YR Media

Lauren Rascoe

4-4:50 p.m.

Pacific E / Pacific Concourse

SPECIALTY REPORTING

The media are changing.

Can the movie critic survive?

What is the future of the arts critic, in a world where everyone gets a voice? San Francisco Chronicle pop culture critic Peter Hartlaub has worked for almost 20 years as a critic. He has seen the changes in the industry and is thinking about the future. The critic of today is both writer and ringmaster, welcoming new voices into coverage, with a stronger connection to the local scene.

Peter Hartlaub, San Francisco Chronicle

4-4:50 p.m.

Pacific I / Pacific Concourse

WEB/SOCIAL

Boosting your digital and social-media marketing skills

Ready to boost your digital marketing skills? Dive deep into new marketing strategies with Cal Poly's Mustang Media Group student leaders. Learn about paid social media campaigns, digital ads and different innovative platforms to use to your organization's advantage and boost audience growth.

Rachel Marquardt,

California Polytechnic State University

Danielle Lee

4-4:50 p.m.

Pacific J / Pacific Concourse

DESIGN

Borrowing from the best design inspiration

The best designers are influenced by what their peers in the professional business are doing. All great design is built upon a great design or part of a good design — by examining layouts in professional media, and analyzing how they work and why they are successful. You may see designs that you can take home and adapt for your own newspaper or magazine.

Randy Stano, University of Miami

4-4:50 p.m.

Grand Ballroom A / Street Level

REPORTING

Environment and climate change

Consult the convention app for more information on this session, provided by Northwestern University's Medill School of Journalism, Media and Integrating Marketing Communications.

Michael Coren, Quartz

Joel Makower, GreenBiz

4-4:50 p.m.

Pacific C / Pacific Concourse

BUSINESS: ADVERTISING DESIGN

Gathering inspiration

There's that moment — we've all been there — when you've read the brief, asked all of your questions, and now you're staring at a blank page wondering what's next. You're waiting for inspiration to strike. Maybe you look through Instagram tags, do a Google search for some relevant topics or call a friend to brainstorm. That's helpful, but inspiration isn't something that happens immediately. It takes time and repetition,



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Thursday sessions

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acute observation skills and a bit of a wild imagination. These tips can help you build your own process.

Angela Chang, Portal A

4-4:50 p.m.

Pacific H / Pacific Concourse

BUSINESS: SALES

How to win more clients by asking power questions

Top performing reps know significantly more about their clients than average reps. They have a focused questioning strategy. During this interactive session, teams will learn how to create questions to understand campaign result expectations to earn a renewal. Overcome client indifference to changing their marketing strategy. Determine a budget for a client who doesn't have one or won't reveal it. Convince a client that the time to buy is now, not later.

Bob Silvy, American City Business Journals

4-4:50 p.m.

Pacific N / Pacific Concourse

BUSINESS: SALES

Maximizing ROI (return on investment)

Most media account representatives sell a campaign and then hope it produces results. Further complicating this issue is that most business owners expect a stampede of new buyers as soon as the advertising campaign is launched. This scenario often does not end well, and the decision-maker is dissatisfied with the results. This session focuses on realistic annual, monthly and campaign goals, while assisting clients with internal marketing to maximize the ROI of their campaign. Participants receive Excel worksheets to quickly calculate formulas.

Kelly Virges, ProMax Training & Consulting

4-4:50 p.m.

Pacific O / Pacific Concourse

BUSINESS: MANAGEMENT

Let's get down to business: Building a sales department from scratch

What do the business operations at your student media organization look like? When was the last time you took a hard look at structure, stability and sustainability? Are you happy with the way things are, or do they make you a bit uncomfortable? This workshop will walk students, student managers and advisers through organization, sales and new revenue streams, with options on how to think about your organization in relevant and innovative perspectives. We'll discuss

how to recruit talent, staff departments, train employees and maintain the business side.

Charlie Weaver, University of Minnesota

5 p.m. Thursday

5-5:50 p.m.

Pacific L / Pacific Concourse

CAREER

Crash course: Résumés, cover letters and portfolios

Writing feels natural until we're forced to write about ourselves. Don't dread your résumé, cover letter and online portfolio. Learn five tips for creating a personal website that best highlights you and your budding career. No templates or code required. Showcase your accomplishments, spotlight your skills, edit your résumé and land your dream job.

Cassie Morien, Modernize

5-5:50 p.m.

Pacific M / Pacific Concourse

REPORTING

Local journalism is essential to democracy, and other truths

Decisions that affect our daily lives are decisions that can change lives. And local government officials — transportation and building commissioners, boards of education, mayors and mayoral staffs — often have the most control. Understanding how decisions are made, and the relationships that often inform those decisions, is crucial to understanding and explaining local government.

Joe Eskenazi, Mission Local

5-5:50 p.m.

Pacific A / Pacific Concourse

ADVISING

Advising 102: Policies & procedures

Every good program starts with a solid foundation. This is a crash course in how to set policies and procedures for your student staff and operation. A veteran adviser will touch on topics including operational guidelines, selection procedures for student leaders and bylaws for student-media organizations.

Kenna Griffin, University of Southern Indiana

5-5:50 p.m.

Pacific K / Pacific Concourse

DESIGN

Chicken salad

We're going to gut a dozen student newspapers in under an hour. We'll rip apart their front pages and redesign everything, including the name of the paper. We'll rewrite every headline and every story. Seriously, total carnage. Don't like what you see? Make a compelling counter-argument and win cold hard cash.

Michael Koretzky,
Society of Professional Journalists

5-5:50 p.m.

Pacific J / Pacific Concourse

REPORTING

Covering trauma that tell stories but protect your staff

Bar shootings, wildfires that destroy homes and lives, domestic abuse: it's the stuff of award-winning news coverage. And it's the stuff of post-traumatic stress that can harm your staff for years to come. This workshop will help you see the tricky balance between on-the-spot coverage of tragic events, and the margins of life that nobody will teach your staff unless you do. **Session sponsored by California College Media Association.**

Michael Longinow, Biola University
Elizabeth Smith, Pepperdine University

5-5:50 p.m.

Pacific E / Pacific Concourse

VISUAL JOURNALISM / DESIGN

Great secrets of visual storytelling

Great visuals have the power to help people understand our increasingly complex world. We'll explore what we know about how people read, watch, click, scroll, interact, share and remember powerful visual stories.

Sara Quinn, Sara Quinn Media

5-5:50 p.m.

Pacific C / Pacific Concourse

BUSINESS: ADVERTISING DESIGN

What design has taught me

In the last two and a half years, post graduation, this speaker has moved halfway across the country twice, lived in four apartments, had two job title changes, traveled to more than 10 cities across five countries, and started building a credit history. All the while, design has remained the steady constant. Life after graduation can be stressful, hectic, even

Thursday & Friday sessions

lonely. Here is this speaker's experience, through the lens of design.

Angela Chang, *Portal A*

5-5:50 p.m.

Pacific H / Pacific Concourse

BUSINESS: MANAGEMENT

Issues facing student managers

Got a burning question you need an answer to? Join us for a forum to discuss issues that you are currently facing as a student manager, with a chance to learn about what other managers are doing in order to overcome similar issues.

Mackenzie Garrison, *Utah State University*

5-5:50 p.m.

Pacific I / Pacific Concourse

BUSINESS/EDITORIAL CROSSOVER

Going digital? When you need to say goodbye to print

A panel featuring schools at various points in the process of cutting print and going digital. The discussion will focus on determining when is the right time to make the transition, what the transition looks like and how to build revenue in the new structure.

Allen Vaughan, *University of Nebraska*

Kathy Ciesinski, *University of Michigan*

Ayla Kinnaird, *University of Maryland*

5-5:50 p.m.

Pacific N / Pacific Concourse

BUSINESS: LEADERSHIP

Coach 'em up

What are the top three reasons why sales representatives don't do what they need to do to be successful? This session will identify these and the crucial differences between managing and coaching employees. Learn essential how-to's for successful coaching: steps to develop your team, improve communication and feedback and instill accountability.

Kelly Wirges, *ProMax Training & Consulting*

5-5:50 p.m.

Pacific O / Pacific Concourse

BUSINESS: MANAGEMENT

Issues facing business advisers

Attend this forum to discuss issues that you are currently facing as an adviser and learn what other advisers at college media organizations are doing to overcome these challenges.

Tami Cindea Bongiorno,
Kent State University

6 p.m. Thursday

6-6:50 p.m.

Grand Ballroom A / Street Level

Keynote: East Bay Times

Journalists from the East Bay Times, in Walnut Creek, California, will revisit their extensive coverage of the December 2016 Ghost Ship fire, which killed 36 people at an Oakland warehouse party.

Scheduled to speak on the panel are Julia Prodis Sulek, David DeBolt, Thomas Peele, Ray Chavez and Robert Salonga.

The Times won the 2017 Pulitzer Prize for its efforts. One of its narrative stories, "The Last Hours of the Ghost Ship," won enormous praise for taking readers inside the warehouse as the fire started, then raged out of control, as Oakland firefighters fought to save those inside.

7 p.m. Thursday

7-8:30 p.m.

Grand A Foyer

All-Attendee Reception

Sponsored by FIRE.



FIRE

Foundation for Individual
Rights in Education

8 a.m. Friday

8-9 a.m.

Pacific C / Pacific Concourse

CCMA breakfast

By invitation only.

8 a.m.

Grand A Foyer

Friday hospitality

Coffee and bagels, while they last.

Sponsored by TownNews.



9 a.m. Friday

9-9:50 a.m.

Pacific E / Pacific Concourse

CAREER

How to get a job

Too many students graduate with degrees in broadcast journalism but don't know the ins and outs of gaining employment. This session provides helpful tips and guidance on how to jump-start a career search while still in college. The focus is broadcast journalism, but many of the tips will help all students seeking journalism jobs.

Bob Butler, *KCBS Radio*

9-9:50 a.m.

Pacific D / Pacific Concourse

REPORTING

If you have stars in your eyes

Not every journalist dreams of covering crime and politics. Some crave compelling stories about music, television, sports and fashion. Learn how to interview, report and write about entertainment celebs and pop culture. Keep and use your ethics. Learn to take interviews to the next level. And hold your own with the A-listers.

Cassie Morien, *Modernize*

9-9:50 a.m.

Pacific M / Pacific Concourse

DIGITAL

"The Fake News Game Show"

Think you can recognize fake news when you see it? We're betting you can't. Pluck the fake news from the real news and win cash and prizes. But you have only 30 seconds to do it. After each round, we'll show you how to spot the subtle (and

Friday sessions

Check the convention app for the latest information —
ACP/CMBAM from CrowdCompass AttendeeHub.

not-so-subtle) clues that you can use for the rest of your life — because it doesn't seem like fake news is going away anytime soon.

*Emily Bloch,
Society of Professional Journalists*

9-9:50 a.m.

Pacific A / Pacific Concourse

ADVISING

Advising 103: Budgets & revenue

College media advisers often come in knowing all about the journalism or the technological aspects of the job, but we don't always know everything about the business side — the part that pays the bills. This session will address a variety of topics, including establishing ad rates, managing expenses and finding additional revenue.

Kenna Griffin, University of Southern Indiana

9-9:50 a.m.

Grand Ballroom A / Street Level

DESIGN

User experience design and the online story

Learn how user-centered design methods in storytelling can strengthen user experiences — and develop strategies to create meaningful engagement with stories.

Michael Grant, Google News Lab

9-9:50 a.m.

Pacific J / Pacific Concourse

REPORTING

Pitch, coach and publish: Deadline tips for building your writing staff

Your articles have bleh ledes. Your writers won't turn in copy or do it with little imagination. Sorry, it's your fault as much as theirs. Come to this session and get tips on how to teach your writers to pitch better, how to get editors to coach better and how to turn bad work into better — even great — work even on tight deadlines. **Session sponsored by California College Media Association.**

*Michael Longinow, Biola University
Elizabeth Smith, Pepperdine University*

9-9:50 a.m.

Pacific K / Pacific Concourse

VISUAL JOURNALISM

Sports photography from Little League to the Super Bowl

Fresh from photographing Super Bowl LIV in Miami, San Francisco Chronicle

photographer Scott Strazzante shares his approach to sports photography and images from his 30-year career in Chicago and San Francisco.

Scott Strazzante, San Francisco Chronicle

9-9:50 a.m.

Pacific L / Pacific Concourse

REPORTING

It's not just about the campus. It's about building community.

With staff cuts and print publications folding, there is an alarming decline in local community coverage. Enter the features editors of SAC.Media and Substance, who have reached beyond their college newsroom to tell the stories of people in these underserved and diverse communities — and in a way that is representative and inclusive of their own communities. **Session sponsored by California College Media Association.**

*Toni Albertson, Mt. San Antonio College
Brigitte Lugo, Natalie Lu, Ferry Baylon*

9-9:50 a.m.

Pacific H / Pacific Concourse

BUSINESS: MARKETING

Distribution: Thinking outside the (newspaper) box

Generation Z does not naturally go to news boxes to pick up a paper. They don't even notice them or think to open them. So how do we reach today's student? You go to them. They aren't coming to us. Let's get creative about how we deliver the news.

*Jennifer Newton,
California State University, Long Beach*

9-9:50 a.m.

Pacific I / Pacific Concourse

BUSINESS/EDITORIAL

Special strategies for special sections

Do you find your special sections to be stagnant from both a content and a revenue standpoint? Join us as we discuss strategies to inject new life, create new revenue and audience opportunities and help create stability for your organization in the process.

Jon Schlitt, Cal Poly San Luis Obispo

9-9:50 a.m.

Pacific N / Pacific Concourse

BUSINESS: SALES

Sales 101

This session encompasses the critical fundamentals: Learning your product, setting appointments, cold calling, client

communications, creating your own strategy and mission, and preparing yourself to sell advertising to strangers.

Kathy Simon, Central Michigan University

9-9:50 a.m.

Pacific O / Pacific Concourse

BUSINESS: SALES

How to build your sales strategy

Learn how to build your own sales strategy that works for you and creates a solid path to successful client relationships.

Emily Tokheim, Amazon Advertising

10 a.m. Friday

10-10:50 a.m.

Pacific E / Pacific Concourse

REPORTING

How exploring your city crafts your beat

Part of the challenge of journalism is being a narrative bridge between the general public and an unsung or misunderstood community. But how do you find the people and places whose stories need telling? When Annie Vainshtein moved to San Francisco, she ingratiated herself in scenes outside of her usual circuit — finding herself at a death cafe, cuddle party and a gentlemen's strip club.

Annie Vainshtein, San Francisco Chronicle

10-10:50 a.m.

Pacific J / Pacific Concourse

CAREER

All that — and I get paid for it!

Former interns will provide insight on what's predictable and what's uncertain about working in today's busy, evolving media world. You'll also learn about lesser-known opportunities and see how being flexible and entrepreneurial now can pay off when you're on staff (or freelancing). **Session sponsored by the California College Media Association.**

Joe Wirt, California News Publishers Association, moderator

10-10:50 a.m.

Pacific A / Pacific Concourse

ADVISING

Advising 201: Recruiting, training & retaining

Student media doesn't run without students. But it can be a struggle to recruit eager, talented, dedicated



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students — and to do it every year. A veteran adviser will provide tips on recruiting and retaining a staff, developing leaders, incentivizing student media and training a media staff.

Kenna Griffin, University of Southern Indiana

10-10:50 a.m.

Pacific I / Pacific Concourse

DESIGN

Steal like an artist, create like a professional

A look at all types of professional publications will show you some of the most diverse, creative designs and coverage we could find. We'll discuss what makes them work and how you can adapt them for your publications to add creativity and functionality to your packages.

Kevin Fullerton, Springboard Creative

10-10:50 a.m.

Pacific L / Pacific Concourse

LEADERSHIP

Editor-in-Grief 1: Rule with an iron fist. Wear a velvet glove.

You lead a newsroom of misfits, anarchists and procrastinators. You've tried killing them with kindness, but when that didn't work, you just wanted to kill them. So instead of gentleness or genocide, try tyranny. Learn the Five Rules of Ruling Well from an adviser whose staff of eccentrics has won national awards by doing things differently.

*Michael Koretzky,
Society of Professional Journalists*

10-10:50 a.m.

Pacific M / Pacific Concourse

WEB/SOCIAL

SEO when you're SOL

You know Search Engine Optimization is crucial for finding new readers. But SEO is also a career unto itself — and not the one you want. How can busy journalists optimize both their SEO and their time? If all you know about SEO and web promotion is what you've Googled, here are proven techniques and efficient shortcuts specifically for journalists.

*Michele Boyet
Society of Professional Journalists*

10-10:50 a.m.

Pacific D / Pacific Concourse

PRINT/DIGITAL

Good journalism isn't enough

You and your staff may produce excellent journalism. But what's the point if no

one is reading it? Come get ideas for finding out what your audience wants and needs, connecting with readers and increasing visibility, and how promoting your news products and its worth. These two advisers share their ideas for what's worked in their newsrooms, what hasn't, and what they'd recommend students try.

*Rhiannon Bent, Dixie State University
Jacob Sorensen, University of Utah*

10-10:50 a.m.

Pacific K / Pacific Concourse

VISUAL JOURNALISM

Rising above the noise: Establishing your niche in the Internet Age

More than 95 million photos are uploaded to Instagram each day — a fact that makes it seem almost impossible to get your photography noticed. In this session, San Francisco-based photojournalist Scott Strazzante will outline his journey to the top of his profession. He'll give tips on how to navigate the crowded photo landscape and get your visual content the attention it deserves.

Scott Strazzante, San Francisco Chronicle

10-10:50 a.m.

Pacific C / Pacific Concourse

BUSINESS: MANAGEMENT

Creating and selling newsletters

Does your publication offer a newsletter or multiple newsletters? Struggling for readers and subscribers? Learn how to build an audience and sell these products to advertisers.

Katherine Ross, University of Pennsylvania

10-10:50 a.m.

Pacific H / Pacific Concourse

BUSINESS/EDITORIAL

Newsroom culture panel: The business/editorial relationship

This panel discussion features leaders in business and editorial focusing on the importance of collaboration in the newsroom.

*Heather Howard, University of Oklahoma
Jessie Fullinwider, University of Oklahoma
Jennifer Newton,
California State University, Long Beach
Hannah Getahun,
Long Beach State University
Dylan Goetz, Central Michigan University*

10-10:50 a.m.

Pacific N / Pacific Concourse

BUSINESS: SALES

Sales 102

We'll cover some important topics in this training session: Creating campaigns and sales presentations. Building and maintaining customer relationships. And closing the deal.

Kathy Simon, Central Michigan University

10-10:50 a.m.

Pacific O / Pacific Concourse

BUSINESS: SALES

Landing the crucial first job and surviving Year One in digital

I'll be talking about how I secured a job in the digital world, the various channels I went through to land a job in sales, and advice to those who are ready to get out in to the career world. We'll also talk about the challenges of Year One and how to get through it.

Bryce Johnston, Amazon Advertising

11 a.m. Friday

11 a.m.

Grand Ballroom A / Street Level

ACP Best of Show deadline

See Page 2 of this program for details.

11 a.m.-12:20 p.m.

Grand Ballroom A / Street Level

Keynote:

Kevin Fagan & Brant Ward

Kevin Fagan is a veteran reporter at the San Francisco Chronicle. He specializes in enterprise news-feature writing and breaking news, taking particular pleasure in ferreting out stories others might not find — from profiling the desperate lives of homeless drug addicts to riding the rails with hobos, finding people who sleep in coffins and detailing the intricacies of hunting down serial killers.

From 2003 to 2006, Fagan was the only beat reporter in the United States covering homelessness full time. He has witnessed seven prison executions and has covered many of the biggest breaking stories of our time, from the Sept. 11 terror attacks and the Columbine High School massacre to the 2008 presidential election, the Jaycee Lee Dugard kidnapping case and the Occupy movement.

Fagan has won more than 80 national and regional awards, including the national James Aronson Award for Social

Friday sessions

Justice Journalism, as well as a Knight Fellowship to Stanford University.

Brant Ward is an award-winning photographer based in Sonoma County, California, with more than three decades' experience documenting social issues, poverty, politics, major sporting events and human conflict all over the world.

Before he retired as a staff photographer for the San Francisco Chronicle, he was honored nationally for his work including the Robert F. Kennedy Journalism award, POYi World Understanding award, the James Aronson award for Social Justice and the Harry Chapin Media award. Ward has also won awards from the Associated Press, the California Newspaper Publishers Association and local organizations. Ward is a champion of nonprofits and the underprivileged and brings a sense of compassion and humility to all his work.

12:30 p.m. Friday

12:30-1:20 p.m.

Pacific C / Pacific Concourse

BUSINESS: MANAGEMENT

Building financial support for student journalism

Philanthropic giving is only more important to sustain strong college journalism, especially as traditional advertising dollars are tougher to land. At Western Kentucky University, the College Heights Herald and the Talisman are housed in a \$1.7 million facility built with more than \$1 million in private money. Alumni, friends and partners support nine scholarships that provide about \$18,000 to students each year, with 10 summer fellowships that provide stipends in excess of \$35,000 each year. And now the publications are embarking on a campaign to raise a \$3 million endowment by 2024. How can you start to build support from your publication's alumni and friends?

Chuck Clark, Western Kentucky University

12:30-1:20 p.m.

Pacific J / Pacific Concourse

DESIGN

Best in the West

The staid East Coast papers may not come close to the creative design that colleges produce on the Left Coast. Get ready to leave this session with plenty of ideas to take back to your publications.

Session sponsored by the California College Media Association.

Gary Metzker,

Cal State University Long Beach

Richard Craig, San Jose State University

Marci Suela, Alejandro Vazquez

12:30-1:20 p.m.

Pacific M / Pacific Concourse

TV/RADIO/PODCAST

Power producer:

Secrets of a veteran TV producer

Jesús Ayala has produced for high profile talent including Barbara Walters, Diane Sawyer, Ted Koppel and the late Peter Jennings. What does it take to succeed as a producer at that level? Ayala says his

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secret lies in an important skill that few students are actually learning. Come find out about it, and walk away with tips you can apply to elevate your own work.

Jesús Ayala, California State University Fullerton

12:30-1:20 p.m.

Pacific D / Pacific Concourse

TV/RADIO/PODCAST

Pathways to public media

Some of the most meaningful journalism produced in recent years is in public-media newsrooms. They are non-commercial and thus accountable to their members and the public. Learn how you can break into public media from journalists who are involved in that part of journalism.

*Julie Patel Liss,
California State University Los Angeles
Dan Zoll, Shirin Ghaffary*

12:30-1:20 p.m.

Pacific A / Pacific Concourse

ADVISING

Advising 202: Relationships on campus

You're the one stuck between a rock and a hard place — between the media staff and your administration. Veteran advisers will discuss how to manage your student media outlet's image on campus by navigating campus politics and building alliances.

Kenna Griffin, University of Southern Indiana

12:30-2:20 p.m.

Pacific E / Pacific Concourse

TV/RADIO/PODCAST

Producers from podcast "Reveal" present a podcasting workshop

From the Center for Investigative Reporting and PRX — How do you to turn your stories into driveway moments? We will explore the power of the compelling audio narrative, how to plan field gathering to get the most from interaction with sources, how to interview for good narrative, and how to build scenes and emotion into your writing. The field is exploding. This workshop will give hands-on training.

Kevin Sullivan and Katharine Mieszkowski, Reveal

12:30-1:20 p.m.

Pacific I / Pacific Concourse

LEADERSHIP

Jumpstart creativity

Creativity is a team sport. The more brains, the more perspectives, the better. But what's the best way to harness that brainpower? We'll teach you the right way to brainstorm, lead you through exercises you can share with your staff and help you improve both the quantity and quality of your ideas.

Kevin Fullerton, Springboard Creative

12:30-1:20 p.m.

Pacific K / Pacific Concourse

CAREER

Don't take the boat: Lessons from freelancing abroad, beat reporting at home

When I found myself with strangers on a drug-smuggling boat off the coast of Djibouti, I promised myself I would never do anything so reckless again for a story. I'll share mistakes learned the hard way from freelancing abroad, how I got there through beat reporting at home, and what I've carried into my career as I strike a balance between passion and stability — all while trying to make a living.

Mallory Moench, San Francisco Chronicle

12:30-1:20 p.m.

Pacific L / Pacific Concourse

LEADERSHIP

Editor-in-Grief 2: 10 secrets of very sexy editors

Leading your newsroom means motivating zombies, slaying vampires and dancing with the devil. Learn how to do it all gracefully and cleverly, without the soul-sucking waste of time most editors endure because they just don't know any better.

*Michael Koretzky,
Society of Professional Journalists*

12:30-1:20 p.m.

Pacific H / Pacific Concourse

BUSINESS: MANAGEMENT

Creating and implementing a sales training program

Learn how to create a training program that fits your organization's needs, motivates and prepares sales reps, and continues to serve your team through the year.

*Leslie Murphy and Allison Binder,
Northwest Missouri State University*

12:30-1:20 p.m.

Pacific N / Pacific Concourse

BUSINESS: SALES

Getting the most out of your flytedesk account

Election years are huge, as campaigns work to turn out the student vote and causes work to gain awareness among the student body. In 2018, flytedesk booked a full, back page ad in nearly every student newspaper in the country. In 2020, it's planning to go bigger. Learn more about how to capture campaign-year revenue, with coverage of new technology.

Piper Jackson-Sevy, flytedesk

12:30-1:20 p.m.

Pacific O / Pacific Concourse

BUSINESS: MANAGEMENT

Why you should be making data-driven decisions

Analytics are used everywhere in businesses today. Are you utilizing them to their fullest potential? Learn how your student media can use data to strengthen your organization.

Mackenzie Garrison, Utah State University

1:30 p.m. Friday

1:30-2:20 p.m.

Pacific A / Pacific Concourse

ADVISING

So they might shut down your program

Been there. Done that. We'll answer questions and offer what we learned based on our program's experience. Everyone's situation is different, but there are things we can learn from each other and support we can offer one another.

Beth Lee, former adviser

1:30-2:20 p.m.

Grand Ballroom A / Street Level

REPORTING

The Onion: the original fake news

A former writer for The Onion, who's also a former college magazine editor, will describe how he landed at The Onion, what he did there and what he learned about brainstorming, writing and presenting humor.

Brian Janosch, IDEO

Friday sessions

1:30-2:20 p.m.

Pacific K / Pacific Concourse

SPECIALTY REPORTING

Sports media access & interviews

How prepared are you going into that big interview with a coach or athlete? How do you get that interview and prepared for that opportunity? Learn some great tips from the communications director for the Olympic Club and former communications director for the Chicago Fire.

Frank Stranzl, The Olympic Club, San Francisco

1:30-2:20 p.m.

Pacific L / Pacific Concourse

VISUAL JOURNALISM

How pictures communicate in context to history

Some, but not all photos, stand the test of time. What we record in words or pictures is a micro-moment of world history.

Gary Fong, Genesis Photo Agency

1:30-2:20 p.m.

Pacific J / Pacific Concourse

ADVISING

Student media boards that work

Do you have a student media board struggling to find its role? What's the ideal make up of a board? Join a discussion about what boards legally can and cannot do and what works (and doesn't) at schools around the nation.

Mark Goodman, Kent State University

1:30-2:20 p.m.

Pacific I / Pacific Concourse

WEB/SOCIAL

Brand me: Mastering social media to brand yourself

Using social media correctly means more than figuring out how to say something in 280 characters. What you say online affects your personal brand, your newsroom and your next job. Take an interactive look at how to properly use social media — and how to get results. You'll leave with 10 steps and five strategy tips to go build an awesome personal brand.

Michele Boyet, Society of Professional Journalists

1:30-2:20 p.m.

Pacific C / Pacific Concourse

BUSINESS: SALES

If you can sell advertising, you can sell anything!

Learn four core principles that will carry you through any sales career: the power of trust, the importance of determination, building value and the need for laughter.

Callen Cochran, United Pallet Services

1:30-2:20 p.m.

Pacific H / Pacific Concourse

BUSINESS: MANAGEMENT

How to price your products

Learn how to create a process map to price each and every product that you sell. Join us to see how your peer schools can help determine your worth.

Tami Cindea Bongiorno, Kent State University

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1:30-2:20 p.m.

Pacific N / Pacific Concourse

BUSINESS: MARKETING

Increasing engagement through marketing & special events

Join our discussion about making more meaningful connections with your target audience and clients. We will share our experiences in increasing readership across platforms and strengthening client loyalty through tactical marketing activities and on-campus events. Representatives from the Daily Titan will share their success stories from Where's Tuffy, Blitz activities and Fest events.

*Michelle Kurland and Sydney Davis,
California State-Fullerton*

1:30-2:20 p.m.

Pacific O / Pacific Concourse

BUSINESS: MANAGEMENT

Recruitment & retention: How to find them and how to keep them

Is your current recruitment and retention strategy giving you the results you were hoping for? Learn the best ways to recruit talented employees for your team and discover how training, recognition and analysis all matter when it comes to keeping your staff for the long haul. We will discuss how to be the best at employee recruitment and retention, with tips, hints and workflows scalable to any sized student media group.

Kelly Buhl, University of Minnesota

1:30-2:20 p.m.

Pacific D / Pacific Concourse

LEADERSHIP

Business model innovation

Consult the convention app for more information on this session.

Lance Knobel, Berkleyside

Joel Makower, GreenBiz

Lila LaHood, San Francisco Public Press

1:30-2:20 p.m.

Pacific M / Pacific Concourse

DESIGN

News design: Launch pad to creativity and the second phase of my career

Explore the varied career paths open to those who can transform words and data into design, illustrations and infographics. The world is visual.

Chris Fong, contract art director, Seattle

2:30 p.m. Friday

2:30-3:20 p.m.

Pacific I / Pacific Concourse

REPORTING

The One Word Workshop

You can build a story off as little as one word. This has been a favorite activity with students, and it challenges writers and photographers alike. Come prepared to participate in the workshop.

Beth Lee, former adviser

2:30-3:20 p.m.

Pacific E / Pacific Concourse

DIGITAL

Digital first — Can it really work?

With a fully integrated newsroom, how do you cover your campus and community? Breaking news, investigative reporting, data journalism, new storytelling platforms are part of the process, but the key term is digital first. You also need to keep your brand — the print product — visible. Digital and print advisers, and our editor-in-chief, discuss how we accomplished this goal. **Session sponsored by California College Media Association.**

*Brady Teufel, Patrick Howe and
Austin Linthicum, California Polytechnic
State University*

2:30-3:20 p.m.

Grand Ballroom A / Street Level

VISUAL JOURNALISM

The MediaStorm platform and online training

Presenting on digital storytelling and cinematic narrative, this speaker will cite work by his production company and emphasize how storytelling continues to evolve through technological innovations and an expanding media universe. The digital age gives filmmakers, documentary photographers and photojournalists extraordinary and unprecedented new ways to tell stories.

Brian Storm, MediaStorm

2:30-3:20 p.m.

Pacific M / Pacific Concourse

REPORTING

A.D.D.: How to grab, keep and hold your readers' attention

In this session, an award-winning former beat and investigative reporter shares five tips to keep your stories from being boring — no matter the topic.

*Cynthia Mitchell,
Central Washington University*

2:30-3:20 p.m.

Pacific K / Pacific Concourse

SPECIALTY REPORTING

Sports writing careers outside of mainstream media

Want a career in sports writing but are more interested in working for a professional or college team instead of a newspaper or other media outlet? The speaker, who has worked for two professional soccer teams and is now communications director for the Olympic Club, has some great tips to help you develop the skills you need for careers in those areas.

*Frank Stranzl, The Olympic Club,
San Francisco*

2:30-3:20 p.m.

Pacific D / Pacific Concourse

CAREER

Internships, freelance gigs and first jobs: words of advice from professionals who have been there

Landing meaningful early-career work in journalism can be tough. These panelists offer advice for finding, getting and keeping that first job. Hear what skills are needed and how to navigate the office, be that a traditional newsroom, a digital workplace where everyone works from home or a neighborhood cafe. The panelists will also talk about how to network and lay the groundwork for future work.

*Laura Moorhead,
San Francisco State University*

2:30-3:20 p.m.

Pacific A / Pacific Concourse

ADVISING

Advisers' roundtable

Come chat/share about surviving (and thriving) in what may be the toughest job in school. Part legal workshop and part therapy session, we'll talk about important strategies for supporting your students while flying above the fray.

Mike Hiestand, Student Press Law Center

2:30-3:20 p.m.

Pacific J / Pacific Concourse

DESIGN

Magazines that college students will pick up (and won't put down)

College students read more than their social media feeds, and they love magazines. This session will show how college magazine audiences are growing

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California College Media Association

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for digital and print formats, and how to create a publication for your campus that is eye-catching, well-written and sustainable for years to come. **Session sponsored by the California College Media Association.**

*Toni Albertson, Mt. San Antonio College
Elizabeth Smith, Pepperdine University*

2:30-3:20 p.m.

Pacific C / Pacific Concourse

BUSINESS: LEADERSHIP

Leadership playbook

How can you be the leader that companies can't live without? Learn how to recruit the best team, understand your vision, pursue humility and secure momentum in a leadership role.

Callen Cochran, United Pallet Services

2:30-3:20 p.m.

Pacific H / Pacific Concourse

BUSINESS: MANAGEMENT

Native advertising: Double your revenue and client loyalty

Learn about native advertising and sponsored content — and how you can use it to make a larger profit and to keep customers happy.

Mackenzie Garrison, Utah State University

2:30-3:20 p.m.

Pacific N / Pacific Concourse

BUSINESS/EDITORIAL

Live storytelling: The next platform for student-led journalism

Pop-Up Magazine began as a casual experiment by a small group of friends (some media professionals, some not) who wanted to connect with other creative people in different fields. We were curious to see what would happen if you brought writers, photographers and other visual artists, filmmakers, and radio producers together for a night of true storytelling. It was fun, it worked, and it grew. Today, Pop-Up Magazine produces elaborate touring shows for big audiences. This year nearly 30,000 people will see Pop-Up Magazine at major venues in large cities across the country. Learn how our success can be a model for creating live journalism content in your newsroom.

*Roselli Ilano and Anna Martin,
Pop-Up Magazine*

2:30-3:20 p.m.

Pacific L / Pacific Concourse

REPORTING

Advocacy journalism about and for the Latinx community

Consult the convention app for more information on this session.

2:30-3:20 p.m.

Pacific O / Pacific Concourse

BUSINESS: MARKETING

Facebook technology for publishers

In this session, we'll explore the vast array of tools and technologies used by publishers to increase readership and drive revenue. Tools we'll explore at a high-level include Facebook Business Manager, Instant Articles, branded content and pixel retargeting.

James Wilson, University of Michigan

3:30 p.m. Friday

3:30-4:20 p.m.

Pacific A / Pacific Concourse

ADVISING

Boundaries, please!

You may have worked in a newsroom or just love to be a part of that energy. But as an adviser, you need to refrain from the temptation to roll up your sleeves and live there with the students. Come to this session to hear about and discuss the various boundaries it's important to keep in mind as a student media adviser.

*Cynthia Mitchell,
Central Washington University*

3:30-4:20 p.m.

Pacific J / Pacific Concourse

DIGITAL

Digital First: It's a process

The Daily 49er has gone from a four-day-a-week print newspaper to a weekly with a more robust website and stronger video and podcast teams. We aren't there yet, but we're on the journey and seeing more engagement from our social media platforms. In this student-led session, we'll discuss the successes we've had and the mistakes we've made. We'd love to hear from others making the transition.

*Austin Brumblay, Paula Kiley,
Aubrey Balster and Julie Terbeche,
California State University, Long Beach*

3:30-4:20 p.m.

Pacific L / Pacific Concourse

REPORTING

Smart interviewing: Simple rules for interviewing almost anybody

While many journalism courses emphasize writing, producing and reporting, fewer concentrate on a critical skill — interviewing. This session will cover the best techniques for getting anyone to talk. The session also includes a sure-fire method for reporters faced with a last-minute interview or a very difficult source.

Barbara Kingsley-Wilson, educator/adviser

3:30-4:20 p.m.

Grand Ballroom A / Street Level

DESIGN

Panel / Writing is design: How IDEO writers use story to shape the future

Journalists who are writers are called to reach beyond reporting and writing. Join this panel of former journalists now working in San Francisco for the international design firm IDEO, and learn how they're using their writing, reporting and storytelling skills to push the frontiers of human-centered design.

Brian Janosch, IDEO, moderator

3:30-4:20 p.m.

Pacific M / Pacific Concourse

LEADERSHIP

Project Rebuild

Student newsrooms are like sports teams — sometimes your key players graduate, transfer or get injured, and you have to rebuild your team. We'll share how our newsroom is implementing a comprehensive team-building plan, from recruitment to training and long-term retention. Bring your own success stories to share in this workshop. **Session sponsored by California College Media Association.**

*Jennifer Burger,
California State University, Bakersfield
Sam Underwood*

3:30-4:20 p.m.

Pacific D / Pacific Concourse

CAREER

Fact-checking: What is it and how to break into this career path

Since the presidential election in 2016 — dubbed the Year of the Fact-checker — journalism has experienced an interest in fact-checking, both as an entry-level

Friday sessions

job and as a career path. What's next in 2020, and how might students prepare themselves to join it? What are the skills and mindsets needed for the long haul? It could lead to a lifelong career or a simple commitment to getting it right.

*Laura Moorhead,
San Francisco State University*

3:30-4:20 p.m.

Pacific I / Pacific Concourse

TV/RADIO/PODCAST

Diversifying the voices we hear

There's a compelling case to be made to ensure that underrepresented communities are part of the stories you're telling. Rose Aguilar has spent her professional life shining light on the people and places often ignored by large media outlets.

Rose Aguilar, KALW

3:30-4:20 p.m.

Pacific K / Pacific Concourse

CAREER

Creating your best résumé, reel and cover letter

A former TV producer who now teaches reporting and production at the Annenberg School will guide students through the job search, application, interview and negotiation process. Having a strategy, identifying your strengths and being organized are just a few things needed to be successful. Here are some important tips as you seek your first professional journalism job.

*Stacy Scholder,
USC Annenberg School of Journalism*

3:30-4:20 p.m.

Pacific C / Pacific Concourse

BUSINESS: MARKETING

Using the public-relations plan to improve your business

For this PR professional of more than 15 years, the PR process (research, planning, implementation, evaluation) drives everything. And this process can be

applied to all disciplines. Approaching business and advertising planning with a PR strategy can help students structure their work to achieve better, more targeted results.

*Jennifer Newton,
California State University, Long Beach*

3:30-4:20 p.m.

Pacific H / Pacific Concourse

BUSINESS: LEADERSHIP

Motivating for success: The win-win environment everyone wants

Motivation has helped The Daily increase revenue by nearly 50% over the last two years. It helped its staff push boundaries, create new products and successfully develop students. Framing what we do in new and interesting ways can help students understand the benefits of working at a student-media organization, as a stepping stone to internships and careers. Learn how we framed the work and skills, and it led to a massive increase in sales revenue.

*Diana Kramer and Isaac Jundt,
University of Washington*



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Friday sessions

Check the convention app for the latest information —
ACP/CMBAM from CrowdCompass AttendeeHub.

3:30-4:20 p.m.

Pacific N / Pacific Concourse

BUSINESS: LEADERSHIP

I'll show you mine if you show me yours: A marketing and sales show-and-tell

This open, interactive session allows participants to share their best ideas — SWAG, publications, training programs and more. Whether you've already completed them and are looking for praise or if they're still a work in progress, you could use some input. Bring physical copies to share or have access online or in a drive. Feedback will be given and questions asked.

*Nathan Laursen, moderator,
Utah State University*

3:30-4:20 p.m.

Pacific O / Pacific Concourse

BUSINESS: SALES

Sports rivalry publications

In this session you'll learn how the University of Oklahoma and the University of Michigan launched their publications' first rivalry issue, including timing, successes, lessons learned, incorporating a fundraising component and more.

*Kathy Ciesinski, University of Michigan
Heather Howard, University of Oklahoma*

3:30-5:20 p.m.

Pacific E / Pacific Concourse

DIGITAL/WEB

Multidisciplinary design

Consult the convention app for more information on this session.

*Anthony Jakubiak, SAP AppHaus
Hannah Hudson, Segment*

4:30 p.m. Friday

4:30-5:20 p.m.

Grand Ballroom A / Street Level

REPORTING

Reporting on trauma from the inside

Learn how one college newsroom covered a mass shooting and a massive wildfire within 36 hours.

Elizabeth Smith, Pepperdine University

4:30-5:20 p.m.

Pacific I / Pacific Concourse

SPECIALTY REPORTING

Coronavirus: Challenges of covering breaking health news

The coronavirus outbreak exploded into a global news story in January. Reporting on breaking health news can be tricky, as journalists walk the line between keeping the public informed and not creating alarm, while they juggle updates that can change dramatically hour to hour. What does it look like to report from the middle of an epidemic?

Erin Allday, San Francisco Chronicle

4:30-5:20 p.m.

Pacific J / Pacific Concourse

DIGITAL

Out with the old, in with the new ... sports page, that is

Stop thinking you have to publish boring game stories in your print product. Leave that for the web site. Pick up some tips on how to make your sports page more relatable.

*Gary Metzker,
California State University, Long Beach*

4:30-5:20 p.m.

Pacific N / Pacific Concourse

DIGITAL

The art of scrollytelling: Integrating multimedia into your digital projects

Using two award-winning projects as examples — "150 Minutes of Hell" and "One Day, One City, No Relief" — San Francisco Chronicle Multimedia Editor Guy Wathen will discuss the importance of newsroom collaboration and the effective use of audio and video as storytelling elements. Learn to harness the power of the medium and how to integrate it into your in-depth projects.

Guy Wathen, San Francisco Chronicle

4:30-5:20 p.m.

Pacific L / Pacific Concourse

LEADERSHIP

Seeing red (black, brown, yellow and rainbows) in the newsroom: Recruiting for diversity and inclusion

Diversity and inclusion in your newsroom are not just goals. They are imperative to providing fair and balanced coverage of your campus. This session will look at ways to recruit a more diverse student media group. You'll get a step-by-step strategy for how to recruit and train with

diversity and inclusion in mind and how to assess your coverage to determine inclusivity.

Kay Colley, Texas Wesleyan University

4:30-5:20 p.m.

Pacific K / Pacific Concourse

TV/RADIO/PODCAST

TV investigative news: Yes, you can do it. No, it won't kill you.

The former leader of an award-winning TV investigative unit shows you how to dig deep within mere hours and tell a story in mere minutes. Learn what not to do: Don't get bogged down chasing tangents or obsessing over graphics. Then learn what to do: Execute the most efficient investigation like a pro. College TV is about more than sports and profiles.

Lynn Walsh, Trusting News Project

4:30-5:20 p.m.

Pacific D / Pacific Concourse

LEADERSHIP

Shark meat: A session for short attention spans

Five fast lessons in 50 minutes: Interview better by living down to expectations and recruiting copy editors by intentionally making mistakes. Then take a couple icebreakers (that don't suck) and a personality test (that's not boring). Like what you see? We'll help you do them at home.

*Michael Koretzky,
Society of Professional Journalists*

4:30-5:20 p.m.

Pacific M / Pacific Concourse

FIRST AMENDMENT/PRESS FREEDOM

© that! Copyright law 101

We'll try to skip the boring fine print and nitty-gritty details of copyright law and cut to the chase: What is copyright law? What music, images, written works can you use? What can't you use? (Oh, and what about the Internet — lots of great stuff there?) You won't leave an expert, but it should keep you out of most trouble.

Mike Hiestand, Student Press Law Center

4:30-5:20 p.m.

Pacific H / Pacific Concourse

CAREER

So you want to be a foreign correspondent

Want to be a foreign correspondent? Thinking about studying abroad? Find out about international internships,

Friday sessions

fellowships and study-abroad programs — as well as the scholarships that will help you finance them. Learn how to pave your way to an international media career.

*Rachele Kanigel,
San Francisco State University*

4:30-5:20 p.m.

Pacific A / Pacific Concourse

AD/SALES

9 business models to build a student news juggernaut

The pivot away from advertising has turned the media business upside down over the last 20 years. But a range of media giants like BuzzFeed, The New York Times, The Guardian and other outlets have found success with other models, from subscriptions to memberships, from events to commerce. Learn the nine ways media businesses make money today — and how your publication can capitalize.

*Stu VanAirdale,
Sacramento State University*

4:30-5:20 p.m.

Pacific O / Pacific Concourse

REPORTING

But there aren't any stories!

How many times have you asked for story ideas from your team and get silence in return? This session is guaranteed to help you think of ideas for those seemingly impossible-to-tell stories like tuition increases, budget cuts and other fun truths of university life.

*Lisa Renze Rhodes,
Ball State University*

5:30-6:20 p.m.

Pacific N / Pacific Concourse

LEADERSHIP

Building a staff and newsroom environment: How to be an effective editor

Want to know how to run an effective, close-knit staff? With six years of student media leadership experience, Editor-in-Chief Ben Moran and Managing Editor Hailey Howard, Northwest Missouri State University, dive into building and maintaining an effective staff through the eyes of a student. From hiring to tips and tricks, this session covers what you need to know. Q&A to follow.

*Ben Moran and Hailey Howard,
Northwest Missouri State University*

5:30 p.m. Friday

5:30-6:20 p.m.

Pacific E / Pacific Concourse

CMBAM

CMBAM Business Meeting

CMBAM members, please send at least one representative from your school to the annual business meeting, with nominations and elections for the 2020-21 executive board.

5:30-6:20 p.m.

Pacific K / Pacific Concourse

SPECIALTY REPORTING

Telling great sports stories at a school where people don't care

Covering sports is hard, and it's even more difficult when most people at your school don't care about your school's



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Friday & Saturday sessions

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sports programs. Find out how to uncover stories that matter to make the most out of your sports coverage. From stories that make readers laugh to stories that inspire, we've created a variety of content that highlights much more than win-loss records.

Brian Truong, California Polytechnic State University

Naythan Bryant

5:30-6:20 p.m.

Pacific D / Pacific Concourse

WEB/SOCIAL

Making the most of Google Tools

Think you know it all when it comes to using Google Tools? In this hands-on session, you'll take a deeper dive into tools to tell stories in new ways. Tools covered include Advanced Google Search, Google Image search and verification and Google Trends. Plus tips for stronger election coverage.

Amara Aguilar,

USC Annenberg School of Communication

5:30-6:20 p.m.

Pacific I / Pacific Concourse

DIGITAL

Engaging your community in so many ways

For news organizations to be relevant, we need to engage our communities in many different ways. Providing them content that they need and want on all platforms and in all ways they want only begins the engagement. Engaging is exciting, so let's count together the many ways we can all engage with our audiences.

Mark Witherspoon, Iowa State University

5:30-6:20 p.m.

Pacific M / Pacific Concourse

FIRST AMENDMENT/PRESS FREEDOM

The ABCs of L-I-B-E-L

While just saying the word aloud can bring shivers down a journalist's spine, the basics of libel law — and the keys to avoiding it — are actually fairly simple.

Mike Hiestand, Student Press Law Center

5:30-6:20 p.m.

Pacific H / Pacific Concourse

LEADERSHIP

Watch your language

African American, Black or black?

Hispanic or Latina/o or Latinx?

"Wheelchair-bound" or "uses a

wheelchair"? It's easy for campus media to offend people, even when they're

trying to be more inclusive in their coverage. In this interactive session the editor of The Diversity Style Guide will help you write with accuracy and sensitivity about a diverse world.

Rachele Kanigel,

San Francisco State University

5:30-6:20 p.m.

Pacific J / Pacific Concourse

DIGITAL

My West Coast design is better than your East Coast design

Two design professors will compare examples of what is happening in collegiate design in the USA. Their session will include their insight on what they see happening in the visual world, with abundant ideas for content.

Randy Stano, University of Miami

Gary Metzker,

Cal State University Long Beach

5:30-6:20 p.m.

Pacific A / Pacific Concourse

ADVISING

The basics of advising

This roundtable is designed for college media advisers new to the business. A group of advisers will share their thoughts and tips for best practices.

Stanley Lee, Leeward Community College

5:30-6:20 p.m.

Pacific O / Pacific Concourse

LEADERSHIP/ADVISING

5 tips for dealing with mid-semester problems as editor-in-chief

It's the middle of the semester, and one of your lead editors quits or, worse, gets removed. Learn how to deal with stressful situations that occur mid-semester to keep your newspaper running smoothly.

Vipul Telang,

Embry-Riddle Aeronautical University

5:30-6:20 p.m.

Grand Ballroom A / Street Level

LEADERSHIP

Innovation

Consult the convention app for more information on this session.

Birju Shah, Uber

6:30 p.m. Friday

6:30-8 p.m.

Lower/Upper Atrium

Adviser reception

All advisers are welcome at this reception. We'll provide refreshments and light appetizers. Expand your professional network, trade ideas and discuss the day's events.

Sponsored by

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BUSINESS JOURNALS

8 a.m. Saturday

8 a.m.

Grand A Foyer

Saturday hospitality

Coffee and bagels, while they last.

Sponsored by the UC Berkeley Graduate School of Journalism.

Berkeley Journalism
UC BERKELEY GRADUATE SCHOOL OF JOURNALISM

9 a.m. Saturday

9-9:50 a.m.

Pacific N / Pacific Concourse

REPORTING

Beat reporting

Building a beat is the most valuable skill a reporter can have. You get past emailed replies, receive scoops before the competition and engage readers if you build it well. It's a hard skill to learn, but a great one to know. This session focuses on the best ways to build a beat: better interviewing, better relationship building and, in the end, better reporting.

Aidan McGloin,

California Polytechnic State University

Saturday sessions

9-9:50 a.m.

Pacific J / Pacific Concourse

VISUAL JOURNALISM

Beyond football

Sports photography is one of the mainstays of the college photojournalist. However, to build a strong portfolio, college photographers need to do more than shoot football and basketball. Let's discuss how to shoot everything from gymnastics to swimming, and how shooting such events can improve your skills as a visual reporter.

*Bradley Wilson,
Midwestern State University*

9-9:50 a.m.

Pacific E / Pacific Concourse

WEB/SOCIAL

Not your dumping ground: Using social media to tell engaging stories

Often times social media platforms are looked upon as a place to host graphics and generic information. Learn how you can use your skillset to pursue and succeed at a career in the digital space, from covering live events with only a cell phone to writing captivating copy in real-time to creating eye-grabbing digital content for social media.

*Hannah Avdalovic,
Golden State Warriors & Chase Center*

9-9:50 a.m.

Pacific A / Pacific Concourse

ADVISING

Adviser roundtable

Advising college media can sometimes feel lonely. While there may not be many people on your campus who understand what you do, there are many people in the country who certainly do. Meet with other new and veteran advisers to network and learn.

Kenna Griffin, University of Southern Indiana

9-9:50 a.m.

Pacific H / Pacific Concourse

FIRST AMENDMENT/PRESS FREEDOM

Creating successful open-records requests

Open-records laws give you the right to see a wealth of information about state schools and the government agencies you interact with. But a records request is a waste of time if you don't write it in a way that gets a response. Learn tactics for requesting records that will get results.

Mark Goodman, Kent State University

9-9:50 a.m.

Pacific D / Pacific Concourse

SPECIALTY REPORTING

Covering student debt:

Black and white and red all over

Why is spending money so much fun, but covering money is so boring? It doesn't have to be that way, especially when the topic is student debt. The best-read stories are often about your readers' money problems — and the solutions. Done right, these award-winning stories change people's lives. A longtime business editor shows you three you can do back home and one that we'll start right away.

*Michael Koretzky,
Society of Professional Journalists*

9-9:50 a.m.

Pacific K / Pacific Concourse

REPORTING

Investigating campus mysteries: "The Harry Fairy Story"

In fall 2019, Utah Valley University was overrun with tiny images of a pregnant Harry Styles. When reporters at the UVU Review decided to dig into this story, what appeared to be a simple prank unraveled into a full-blown campus mystery. The Review team will discuss how reporters can find their own campus mysteries and investigate them.

*Olivia Diaz, Utah Valley University
Hunter Lock, Zachary Smith*

9-9:50 a.m.

Pacific O / Pacific Concourse

CAREER

Internship intel: Insider tips to building your journalism career

Learn how to land an internship and hit the ground running from a former Washington Post and Wall Street Journal staffer who now directs the NYC Semester in Journalism program and the business reporting program of the Dow Jones News Fund. He will share tips on getting in the door and mistakes to avoid once you're there.

Paul Glader, The King's College

9-9:50 a.m.

Pacific M / Pacific Concourse

LEADERSHIP

Leadership by design

Know where you are going and how to get there? Life as a design professional requires innovation, creative thinking and collaboration. Learn the secrets of

leadership and teamwork, while setting goals for yourself and your storytelling projects.

Sara Quinn, Sara Quinn Media

9-9:50 a.m.

Garden Room / Atrium Lobby Level

CMBAM Pitch Off

See which student-media program has the best pitch at the CMBAM Pitch Off. Business teams from the best student-media programs in the country will present their comprehensive pitch including sales, design and marketing to a panel of professional judges. You must have a CMBAM logo on your name badge to attend.

Sponsored by Stats Digital.



S T A T S D I G I T A L

9-10:50 a.m.

Pacific I / Pacific Concourse

WEB/SOCIAL MEDIA

You CAN draw

Interested in illustration, but convinced you can't draw? (You definitely can.) Take a break from the digital grind and get messy in this hands-on workshop with Shannon May, art director for Google. Learn tips and tricks to transform your scribbles into finished illustrations.

Shannon May, Google

9-10:50 a.m.

Pacific L / Pacific Concourse

WEB/SOCIAL MEDIA

Data journalism

Consult the convention app for more information on this session.

Simon Rogers, Google News Lab

10 a.m. Saturday

10-10:50 a.m.

Pacific O / Pacific Concourse

FIRST AMENDMENT/PRESS FREEDOM

The value of press freedom in Indian Country

Learn about the common challenges to press freedom experienced in tribal communities, as well as the tools and resources to enhance independent Indigenous journalism.

*Bryan Pollard,
Stanford University JSK Journalism Fellow*

Saturday sessions

Check the convention app for the latest information —
ACP/CMBAM from CrowdCompass AttendeeHub.

10-10:50 a.m.

Pacific N / Pacific Concourse

LEADERSHIP

Stop, collaborate and listen

It's easy to rely on texting, task-reminder apps and digital workflow processes that enable staff members to work from anywhere at any time. But this can lead to miscommunication, silos and a lack of collaboration. How can student news organizations balance digital communication with more personal interactions that increase teamwork and creativity? Bring your ideas. **Sponsored by California College Media Association.**

*Jennifer Burger,
California State University, Bakersfield
Sam Underwood*

10-10:50 a.m.

Pacific K / Pacific Concourse

CAREER

Team You: Promoting yourself & growing your brand as a journalist

These days, it's not enough just to be a good writer. You've also got to be an ambassador for yourself. From inventive business cards to building an identity online, making a name for yourself independent of where you work can help you advance. Learn how to represent yourself and not just a newsroom.

Jessie Schiewe, www.okwhatever.org

10-10:50 a.m.

Pacific M / Pacific Concourse

REPORTING

Public records research and using social media to newsgather and engage

Not sure how to find the public records you need? Don't know how to crowdsourcing on social media for people you can talk with? Not to worry. Joe Fitzgerald Rodriguez will help you overcome your fear of public records, so you can do the research you need and then use social media to solidify your newsgathering.

*Joe Fitzgerald Rodriguez,
San Francisco Examiner*

10-10:50 a.m.

Pacific J / Pacific Concourse

REPORTING

Nailing down sources for difficult topics

Reporting on a commuter campus can make nailing down sources even harder.

The case studies presented include unexpected campus closures, racial representation and campus parking. How do you secure interviews and produce stories that will keep the university accountable? How do you empower the reader by providing information that gives hope or unveils hidden troubles?

Mariam Betlemidze, California State University, San Bernardino

Tanya Jensen, Avery Robinson

10-10:50 a.m.

Pacific E / Pacific Concourse

REPORTING

No hate here: Journalism that tears down walls and puts real people in diversity news

Muslims and Jews in the U.S. live in fear of criticism and attack. Latinos live in fear of federal targeting. College campuses, formerly places of free speech, are now places where the fears of these groups gets magnified rather than diminished. Learn how to cover these trends in ways that bring understanding and insight rather than fear and mistrust. **Sponsored by California College Media Association.**

Michael Longinow, Biola University

Brigitte Lugo

10-10:50 a.m.

Pacific A / Pacific Concourse

DESIGN

Magazine and yearbook design and coverage

Let's take a look at the design and coverage in collegiate publications across the country. You can get ideas of what others are doing so that you can take a second look or add new coverage and design to your book.

Randy Stano, University of Miami

10-10:50 a.m.

Pacific H / Pacific Concourse

LEADERSHIP

Never underestimate a community college newsroom

University journalism programs are often given the majority of media attention for their innovation in journalism. But wait a minute — community colleges are the experimental labs where innovation is exploding, inventive projects are launched, and no idea is too crazy to try. This session will be a showcase for some of the innovative things happening

at California community colleges.

Sponsored by California College Media Association.

Toni Albertson, Mt. San Antonio College

Michelle Dowd, Natalie Lu, Katie Priest,

Brigitte Lugo

10-10:50 a.m.

Pacific C / Pacific Concourse

DIGITAL: VIDEO EDITING

50 seconds in 50 minutes: News video editing

Let's break down and reconstruct one video news story produced on deadline in Adobe Premiere. See the curtain lifted on the technical end of editing so you can steal Emmy-nominated, Pulitzer-finalist shortcuts and tricks while also learning about the ethical decision-making that informs the best visual edits on a time crunch. Free graphics and more secrets revealed at the end.

Dylan Bouscher, Bay Area News Group

10-10:50 a.m.

Pacific D / Pacific Concourse

REPORTING/DIGITAL

A conversation with the publisher of CalMatters

Consult the convention app for more information on this session.

Marcia Parker, CalMatters

11 a.m. Saturday

11-11:50 a.m.

Grand Ballroom A / Street Level

Keynote:

Monika Bauerlein, Mother Jones

Monika Bauerlein is CEO and president of Mother Jones magazine, an iconic American brand that presents news, commentary and investigative reporting on topics including politics, the environment, human rights and culture.

Under Bauerlein's leadership, with vice president and then co-editor Clara Jeffery, Mother Jones expanded with a Washington, D.C., bureau and innovated digitally to build a 10-fold increase in traffic.

Bauerlein is a former investigative editor and alternative-weekly editor.

In recognition of their support for investigative reporting and independent journalists, Bauerlein and Jeffery have been awarded the 2019 I.F. Stone Medal for Journalistic Independence.

Saturday sessions

Noon Saturday

Noon-12:50 p.m.

Grand Ballroom A / Street Level

SPECIALTY REPORTING

Panel: Covering climate change

Immediately following her keynote, Monika Bauerlein, CEO and president of Mother Jones magazine, will join Mark Hertsgaard, of Covering Climate Now, to discuss how to research, write and report about climate change — both globally and locally.

Monika Bauerlein, Mother Jones

Mark Hertsgaard, Covering Climate Now

Noon-12:50 p.m.

Pacific H / Pacific Concourse

LEADERSHIP

You look like you could use some Play-Doh

Based on this speaker's experience as a student publications adviser and a former university administrator and business leader, there are lots of small changes that can make (and won't break the bank) a more productive, healthy, and fun work environment. (Exhibit A: I will raffle off a stress kit. There will be Play-Doh.)

Beth Lee, former adviser

Noon-12:50 p.m.

Pacific K / Pacific Concourse

SPECIALTY REPORTING

Cracking business coverage

How can collegiate media tackle business stories that matter? Biz Carson, the Silicon Valley reporter at Protocol Media, will describe her experience as a collegiate journalist who now covers breaking news and trends in technology. She'll share ideas on how you cover stories that affect the budgets of your student readers.

Biz Carson, Protocol Media

Noon-12:50 p.m.

Pacific N / Pacific Concourse

CAREER

Issuu: There's more to it

Issuu has been growing and evolving since it became the tool for putting PDF files online for archival purposes, for off-site backups and just as a way for some publications to have an online presence. In this demonstration session, we'll look at how you can use Issuu to create articles and visuals for posting on

social media, either from the PDF or from InDesign directly.

Bradley Wilson,

Midwestern State University

Noon-12:50 p.m.

Pacific E / Pacific Concourse

REPORTING

Storytelling across platforms

Great ideas for your stories — on newsprint, in the yearbook, online and on social media — everywhere your audience expects to find your very best work. This session includes resources, free apps and inspiration.

Sara Quinn, Sara Quinn Media

Noon-1:50 p.m.

Pacific M / Pacific Concourse

WEB/SOCIAL

Tweet like a pro

Learn how to use your journalism training to tell stories through digital platforms and strategy specific to the music/ concert industry. Hear what it takes to get into the industry and what it entails to be a social-media manager.

Hannah Avdalovic,

Golden State Warriors & Chase Center

Noon-12:50 p.m.

Pacific O / Pacific Concourse

TV/RADIO/PODCAST

Starting a podcast

Hear from the adviser of KCPR 91.3 FM, Cal Poly's radio station. It has increased interest from students and the community through podcasts, and KCPR students have been honored for them. Learn how it facilitates podcasting and will offer a class on it. The session will outline how students can start up, produce and share a podcast.

Patti Piburn,

California Polytechnic State University

Noon-12:50 p.m.

Pacific A / Pacific Concourse

FIRST AMENDMENT/PRESS FREEDOM

God and the newsroom

Can you be a serious journalist and devout in your religion? At secular schools do you feel like the oddball? At Christian, Catholic, Jewish or other faith-based schools, do you battle censorship? Or pressure to use journalism to promote your religion? Or hear strange questions at conferences? Join us for a conversation.

Paul Glader, The King's College

Noon-12:50 p.m.

Pacific J / Pacific Concourse

SPECIALTY REPORTING

Reporting for specialty publications

Audiences often have special interests that tie them together, and that is certainly true for the readers of Catholic San Francisco. From education to legislative issues, including profiles, features and more — all require special skills and understanding for reporters who work for a specialty media outlet. The speaker will explain the benefits and challenges that come with a specialty gig.

Rick DelVecchio, Catholic San Francisco

Noon-12:50 p.m.

Pacific L / Pacific Concourse

VISUAL JOURNALISM

Photojournalism in the age of Instagram

As photos flood our screens, which ones hold our attention? Learn about groundbreaking research from the National Press Photographers Association on what people find most memorable, shareable and worth publishing.

Sara Quinn, Sara Quinn Media

Noon-12:50 p.m.

Pacific I / Pacific Concourse

DIGITAL

Creativity: Transitioning from newspapers to Google

Hear from Shannon May, an illustrator and art director who made the leap from newsroom to a major tech company. Creativity flourishes in many different environments.

Shannon May, Google

Noon-12:50 p.m.

Pacific D / Pacific Concourse

REPORTING

Covering immigration

Consult the convention app for more information on this session.

Sabrina Patrick-Urrutia,

Mission Neighborhood Health Centers

Manjula Varghese,

Asian American Journalists Association and San Francisco Chronicle

Saturday sessions

Check the convention app for the latest information —
ACP/CMBAM from CrowdCompass AttendeeHub.

Noon-3 p.m.

Garden Room / Atrium Lobby Level

BUSINESS: MANAGEMENT

The San Francisco Accords

By invitation only.

We're at the convention, in one way or another, to build the future of college media. But this can be lonesome work — striking the right balance between honoring traditions of the past, while innovating to serve the campus communities of today; accomplishing the tasks of today, while preparing students for the job market of tomorrow; and holding on to our best streams of funding, while learning to tap into new ones.

Student media has existed for 200 years, through depressions and wars and technological advancements. That's a testament to its importance, and the passion, dedication, and hard work of the people who believe in it.

But, as each of us work in silos to solve our seemingly unique problems, we get further from creating a sustainable, long-term future.

We want to build a framework, together, that will take student media into the next 200 years. In this inaugural summit, we'll look past our differences to explore the common issues that face us all: whether you're editorial leadership, a business manager, a seasoned adviser, or a freshly minted but passionate reporter.

Join flytedesk as we embark on building this framework. We won't pretend to know all the answers, but by bringing together the best minds across all of student media, we can start building the future we all want and need. Because, either we all get there together, or ultimately, none of us will.

We'll start with a brainstorming session; then, a round table discussion led by flytedesk CEO, Alex Kronman; and finally, a workshop to put ideas into action that you can take back to your staff.

Alex Kronan, CEO, flytedesk

1 p.m. Saturday

1-1:50 p.m.

Pacific D / Pacific Concourse

SPECIALTY REPORTING

Advocacy journalism

Learn how to do great storytelling that advocates for and reflects issues most important to members of the Latinx community.

Alexis Terrazas, *El Tecolote Newspaper*

1-1:50 p.m.

Grand Ballroom A / Street Level

VISUAL JOURNALISM

Visual coverage of politics

Get ready. The 2020 election is here, and photojournalists across the country will struggle for new ways to cover caucuses, debates, speeches and town halls. Come discuss how to improve your visual coverage of elections, everything from the school board candidate who is host for a luncheon to a presidential candidate who visits your town. We will also look at ACP's Campaign 2020 Photo Exchange.

Bradley Wilson,
Midwestern State University

1-1:50 p.m.

Pacific K / Pacific Concourse

REPORTING

Records and relationship-building: Covering campus police

There's more to campus safety than last night's arrests. This session provides college reporters with tools for fostering professional relationships with public-information officers and for gaining access to law enforcement records, even those the police would rather keep private. We'll discuss crucial public records laws and how they can help journalists shine a light on public interest stories on beats across the newsroom.

Casey Smith, *UC Berkeley*
Katey Rusch, *Brian Perlman*

1-1:50 p.m.

Pacific E / Pacific Concourse

WEB/SOCIAL

Live talk shows? Facebook Live protests? Can we call this journalism?

Because college students read the daily print product less often, the Iowa State Daily decided to engage its community through digital content, e-newsletters, live productions and real-time coverage. Come hear how thousands of students are tuning back into the Iowa State Daily as its digital team made content more consumable by bringing its audience into the mix.

Mark Witherspoon, *Iowa State University*

1-1:50 p.m.

Pacific L / Pacific Concourse

WEB/SOCIAL

Researching and reporting on businesses

How did we get to today's media environment? From Suck.com to Gawker to BuzzFeed and beyond, a veteran of online publishing explains how the digital revolution arrived in publishing.

Owen Thomas, *San Francisco Chronicle*

1-1:50 p.m.

Pacific I / Pacific Concourse

DESIGN

Typography: From the basics to word as art

Everything you need to know to select typefaces for your site, your book or your news pages. Typography is language made visible. Do it well.

Sara Quinn, *Sara Quinn Media*

1-1:50 p.m.

Pacific J / Pacific Concourse

DIGITAL

Why are you still printing a newspaper?

Sacramento State's student newspaper celebrated its 70th anniversary in 2019 — by getting rid of the newspaper. Today, the staff, adviser and publication board couldn't be happier. How a year of soul-searching (and market research) led to one student news group's radical (and liberating) choice to pull the plug on print.

Stu VanAirsdale,
Sacramento State University

1-1:50 p.m.

Pacific C / Pacific Concourse

BUSINESS: ADVERTISING DESIGN

Creating a great media kit

At this session, students and advisers will learn the components of award-winning, effective media kits and what to include when you create one.

Terry Lucas, *University of Pittsburgh*

1-1:50 p.m.

Pacific H / Pacific Concourse

BUSINESS: MANAGEMENT

Creating & sustaining video production services

Your best assets — your students — are often underutilized and want more projects for their portfolio. Join advisers

Saturday sessions

who are generating new revenue, sourcing additional work for students and providing services that set them apart.

*Tami Cindea Bongiorno,
Kent State University*

1-1:50 p.m.

Pacific N / Pacific Concourse

BUSINESS: MARKETING

Keeping print circulation healthy

For most of us, revenue from our print editions drives college-newsrooms finances. So how do you ensure people in your college community — students, faculty, staff, alumni, etc. — are picking up the paper? Western Kentucky University now does a substantial portion of its distribution with a team of paid ambassadors who put the paper directly into people's hands in campus areas with high foot traffic. It helps ensure a healthy pick-up rate that supports the paper generating advertising dollars.

Chuck Clark, Western Kentucky University

1-1:50 p.m.

Pacific O / Pacific Concourse

BUSINESS: MARKETING

Brand ambassadors: The secret force behind your next marketing campaign

Feel as if you've done all you can in terms of marketing but still aren't getting the results you want? This session will help you create a team of on-the-ground students who will help you push out marketing campaigns like never before.

*Dora Gonzalez,
North Carolina State University*

2 p.m. Saturday

2-2:50 p.m.

Pacific D / Pacific Concourse

REPORTING

Environmental reporting

If climate change, water quality, sustainable ag or how national parks are used and protected are of any interest to you, environmental reporting might be the specialty you're seeking. As a part of the Summer 2019 class of Pulliam Fellows, Smith reported on water quality and other issues that start in the Midwest, but can negatively affect marine life. Learn how to get started and why it matters.

Casey Smith, UC Berkeley

2-2:50 p.m.

Pacific L / Pacific Concourse

DIGITAL

How to create parallax stories like the pros

In this interactive session, learn how to build advanced story layouts that rival those of national news organizations. Using WordPress Bakery, you can master how to build advanced templates your staff can use to take their stories to the next level with immersive visuals.

*Austin Linthicum,
California Polytechnic State University*

2-2:50 p.m.

Pacific M / Pacific Concourse

DESIGN

64 colors: Using color in design

No single visual element has more effect on the viewer than color. Color captures attention, sets a mood, sends a message. But what colors are the right ones? With some basic principles, we'll learn how to use color to enhance rather than detract from the story.

Kevin Fullerton, Springboard Creative

2-2:50 p.m.

Pacific A / Pacific Concourse

SPECIALTY REPORTING

Where the money is: Business reporting

Business reporting is an important area of journalism nationwide. Stable jobs. Higher salaries. An important watchdog function. So what does it take to be a business reporter? A former Wall Street Journal reporter who now leads the Dow Jones News Fund business reporting program will explain business-beat basics.

Paul Glader, The King's College

2-2:50 p.m.

Pacific K / Pacific Concourse

DIGITAL

Distraction Magazine's first decade

The University of Miami's quarterly student feature magazine has moved into its second decade of publication. It publishes multi-covers for each issue while trying to boost pickup rates. What is Distraction creating visually and on social media to attract readers and viewers?

Randy Stano, University of Miami

2-2:50 p.m.

Pacific E / Pacific Concourse

REPORTING

Investigative reporting techniques for students

With the right preparation, research and reporting, students can produce professional-quality investigative stories that pave the way for journalism careers. Current students and alumni from San Jose State University's Spartan Daily will discuss how they conducted investigations that caused real change and won national and statewide awards. **Sponsored by the California College Media Association.**

Richard Craig, San Jose State University

2-2:50 p.m.

Pacific J / Pacific Concourse

VISUAL JOURNALISM

Shot in the dark: Low-light performance photography

How do you produce a usable photo of performers who look as if they were lit by candlelight? Learn how to make low-light images without using flash or breaking the bank on gear, and why learning to shoot live acts can turn you into a better news, sports or feature photographer, too.

Sonya Singh, California Baptist University

2-2:50 p.m.

Pacific C / Pacific Concourse

BUSINESS: LEADERSHIP

The secret to building great teams

Group projects can be the worst. But it's a different story when that group project is now your job. What's the secret to creating teams that work effectively and collaborate well? Tyrese Levery, Minnesota Daily Media's human resources director, shares what it takes to build a great team. The answer might surprise you.

Tyrese Levery, Minnesota Daily Media

2-2:50 p.m.

Pacific I / Pacific Concourse

THE FUTURE

Panel: The future of the college newsroom and business office

ACP and CMBAM present a panel of students who submitted winning essays on the future of the collegiate newsroom. Bring your ideas, and bring an open mind for this brainstorming session about the future.

Saturday sessions

2-2:50 p.m.

Pacific N / Pacific Concourse

BUSINESS: MARKETING

**Cooks in the kitchen:
Building a brand while working
with various stakeholders**

Managing a social-media account in the entertainment industry is complex. It's more than just developing and integrating an engaging strategy. Each day, a social-media manager must account for client needs through sponsored content obligations, speak to different audiences through the feeds and implement external marketing plans from promoters — while hitting numbers and creating a cohesive brand online.

*Hannah Avdalovic,
Golden State Warriors & Chase Center*

2-2:50 p.m.

Pacific O / Pacific Concourse

BUSINESS: MANAGEMENT

**Unconventional
revenue streams**

Unconventional times call for unconventional ways to make money. Learn and share new ways for your school to make revenue.

*Tami Cindea Bongiorno,
Kent State University*

3 p.m. Saturday

3-4:20 p.m.

Grand Ballroom A / Street Level

**Keynote: Debra Cleaver
ACP Best of Show**

Debra Cleaver, the founder and former CEO of Vote.org, is a pioneer in digital voter registration and absentee voting.

Founded as longdistancevoter.org, Vote.org has registered almost 2 million voters since 2016. Cleaver developed and expanded peer-to-peer SMS as a voter-registration and get-out-the-vote tactic in 2016. She then scaled the program to reach millions in 2018.

Under her leadership, Vote.org enabled voters to do everything from register to vote to find their polling places — and then it gave those tools to any person, organization or company.

Immediately following the keynote, the convention concludes with the announcement of this year's Best of Show winners.

4:30 p.m. Saturday

4:30-6:30 p.m.

Waterfront / Atrium Lobby Level

CCMA awards

Admission is not included with convention registration. Tickets can be purchased online or at the door.

Join California College Media Association for its annual awards event honoring California's best in college media as CCMA announces winners of its annual competition. Check out the Media Spotlight area, where students will be able to read and view nominated student work.

7 p.m. Saturday

7-10 p.m.

Garden Room / Atrium Lobby Level

CMBAM awards banquet

CMBAM banquet ticket required.

Join College Media Business and Advertising Managers for its annual awards banquet and celebrate the year's achievements.

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ASSOCIATED COLLEGIATE PRESS

HALL of FAME



Joining the ACP Hall of Fame this year is
The Volante, University of South Dakota,
 Vermillion.
 Congratulations!

The Associated Collegiate Press Hall of Fame honors the nation's top collegiate media.

Publications on this list have qualified for the ACP Hall of Fame by earning 10 All-American ratings from our publication critique service within an 11-year span, received a total of 10 national Pacemaker awards since 1970 or received a combination of 15 national Pacemaker and Pacemaker finalist awards since 1970.

The Auburn Plainsman, Auburn (Ala.) University (2017)

The Daily Wildcat, University of Arizona, Tempe (2017)

Ouachitonian, Ouachita Baptist University, Arkadelphia, Ark. (1989)

Petit Jean, Harding University, Searcy, Ark. (1988)

The Orion, California State University, Chico (2005)

The Sun, Southwestern College, Chula Vista, Calif. (2018)

The Graphic, Pepperdine University, Malibu, Calif. (1989)

Oasis, Pepperdine University, Malibu, Calif. (1991)

Lariat, Saddleback College, Mission Viejo, Calif. (1994)

The Advocate, Contra Costa College, San Pablo, Calif. (1996)

el Don, Santa Ana (Calif.) College (2008)

Morning Glory, California Lutheran University, Thousand Oaks, Calif. (1990)

Roundup, Los Angeles Pierce College, Woodland Hills, Calif. (1988)

The Miami Hurricane, University of Miami, Coral Gables, Fla. (1993)

Ibis, University of Miami, Coral Gables, Fla. (2017)

Falcon Times, Miami-Dade Community College, North Miami, Fla. (1988)

The Observer, Broward Community College, Pompano Beach, Fla. (1992)

Galeria, Hillsborough Community College, Tampa, Fla. (1994)

Triad, Hillsborough Community College, Tampa, Fla. (1999)

Hawkeye, Hillsborough Community College, Tampa, Fla. (2000)

- USF Oracle**, University of South Florida, Tampa, Fla. (1989)
- Sentinel**, North Idaho College, Coeur d'Alene, Idaho (1988)
- Daily Eastern News**, Eastern Illinois University, Charleston, Ill. (1988)
- Western Courier**, Western Illinois University, Macomb, Ill. (1999)
- Daily Vidette**, Illinois State University, Normal, Ill. (1989)
- Indiana Daily Student**, Indiana University, Bloomington, Ind. (1994)
- Arbutus**, Indiana University, Bloomington, Ind. (2001)
- The Franklin**, Franklin College, Franklin, Ind. (1995)
- Ball State Daily News**, Ball State University, Muncie, Ind. (1988)
- Orient**, Ball State University, Muncie, Ind. (1988)
- Stuff**, Saint Joseph's College, Rensselaer, Ind. (1993)
- The Baker Orange**, Baker University, Baldwin City, Kan. (2005)
- Kansas State Collegian**, Kansas State University, Manhattan, Kan. (1988)
- Royal Purple**, Kansas State University, Manhattan, Kan. (1991)
- Kanza**, Pittsburg (Kan.) State University (1990)
- College Heights Herald**, Western Kentucky University, Bowling Green, Ky. (1989)
- Talisman**, Western Kentucky University, Bowling Green, Ky. (2009)
- Loyola Maroon**, Loyola University, New Orleans, La. (1988)
- Xavier Herald**, Xavier University, New Orleans, La. (1994)
- Central Michigan LIFE**, Central Michigan University, Mount Pleasant, Mich. (1988)
- Delta Collegiate**, Delta College, University Center, Mich. (2001)
- Chart**, Missouri Southern State College, Joplin, Mo. (1991)
- Northwest Missourian**, Northwest Missouri State University, Maryville, Mo. (2000)
- Tower**, Northwest Missouri State University, Maryville, Mo. (1993)
- Montage**, Saint Louis Community College, Meramec, Saint Louis, Mo. (1988)
- Lance**, Evangel College, Springfield, Mo. (1998)
- The Daily Tar Heel**, University of North Carolina-Chapel Hill (2014)
- Midland**, Midland Lutheran College, Fremont, Neb. (1988)
- Spectator**, Western Nebraska Community College, Scottsbluff, Neb. (1997)
- The Ithacan**, Ithaca (N.Y.) College (2017)
- Torch**, Saint John's University, Jamaica, N.Y. (1988)
- Cardinal Points**, State University of New York at Plattsburgh (2010)
- Flyer News**, University of Dayton, Dayton, Ohio (2000)
- Daily O'Collegian**, Oklahoma State University, Stillwater, Okla. (2000)
- Spectrum**, Bloomsburg (Penn.) University (1998)
- The Volante**, University of South Dakota, Vermillion, S.D. (2019)
- Optimist**, Abilene (Texas) Christian University (1988)
- The Ranger**, Amarillo (Texas) College (1993)
- Shorthorn**, University of Texas at Arlington (1988)
- Cactus**, University of Texas at Austin (1990)
- Daily Texan**, University of Texas at Austin (1990)
- North Texas Daily**, University of North Texas, Denton, Texas (1990)
- The University Daily**, Texas Tech University, Lubbock, Texas (1994)
- Ranger**, San Antonio (Texas) College (1996)
- The Cavalier Daily**, University of Virginia, Charlottesville, Va. (1990)
- The MATC Times**, Milwaukee (Wis.) Area Technical College (1989)
- The Advance-Titan**, University of Wisconsin-Oshkosh (2002)



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