



Convention preview

*Virtual*2020

Fall National College Media Convention

presented virtually Oct. 22-24, 2020

collegemediaconvention.org





Fall National College Media Convention

presented virtually Oct. 22-24, 2020 • collegemediaconvention.org

We won't get to meet in Atlanta, but it'll be a peach of a convention

The Fall National College Media Convention convenes virtually Oct. 22-24.

This preview introduces you to the nation's largest gathering of college journalists, media students and their advisers. It gives you a taste of what's ahead — vibrant programming that will connect us, with even more professional speakers than our previous conventions.

Presented on [the Pathable platform](http://thePathableplatform.com), the convention will unite collegiate-media programs with more than 100 learning sessions, keynote speakers, critiques and consultations, awards ceremonies and vendor exhibits.

And while we can't be together in person, there is a fringe benefit for this virtual convention: No agonizing over multiple sessions at the time. You'll have access to breakout sessions for two weeks after the event.

The convention offers training,

networking advice and tips about student-produced media across all aspects and all platforms of college media, from rapidly evolving digital content to breaking news to newspaper, broadcast, yearbook and magazine journalism.

The session topics are as timely as today's news. Covering protests, the pandemic and the elections. Engaging readers whose voices have not been heard. Developing revenue sources and marketing campaigns to strengthen our finances.

Even more timely are our keynoters: **Brian Stelter**, of CNN, and **Monique Judge**, of The Root.

Besides the sessions, our vendor sponsors and educational institutions will exhibit their services to the collegiate-media market.

And don't miss the CMA Audio and Film Festival Thursday night.

It's three days of learning and fun and friends. Have a great convention!

Convention partners

Associated Collegiate Press
Laura Widmer

info@studentpress.org
612-200-9254

2829 University Ave. SE, Suite 720
Minneapolis, MN 55414
612-200-9254

acp.studentpress.org
[@acpress](https://twitter.com/acpress)

College Media Association
Nora Keller

info@collegemedia.org
212-297-2195

355 Lexington Ave., 15th Floor
New York, NY 10017-6603
212-297-2195

collegemedia.org
[@collegemedia](https://twitter.com/collegemedia)

Thank you to our convention sponsors



DOW JONES
NEWS FUND

TN **TownNews**

Keynote speakers



Brian Stetler

11 a.m. Eastern **Friday, Oct. 23**
Host, CNN's "[Reliable Sources](#),"
and author of "Hoax: Donald Trump,
Fox News and the Dangerous
Distortion of Truth"



Monique Judge

11 a.m. Eastern **Saturday, Oct. 24**
Journalism Is Storytelling, and
Storytelling Is a Revolutionary Act
News editor, [The Root](#)

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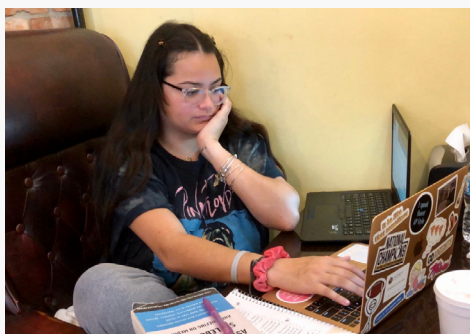
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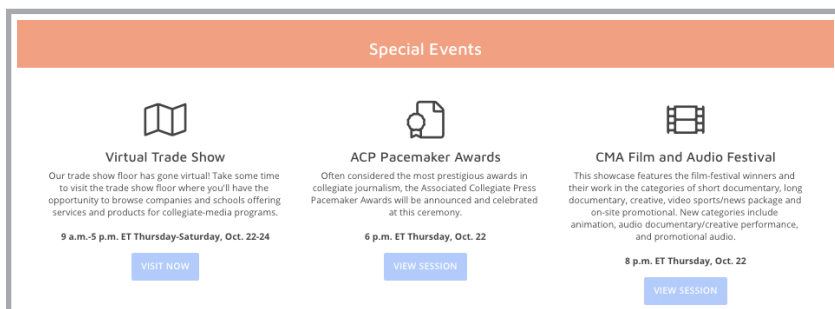
College students: Apply now to work as digital media producers, data journalists, business reporters and multiplatform editors for newsrooms across the country. Our programs offer paid summer internships, scholarships + more!

Navigating Pathable's convention platform

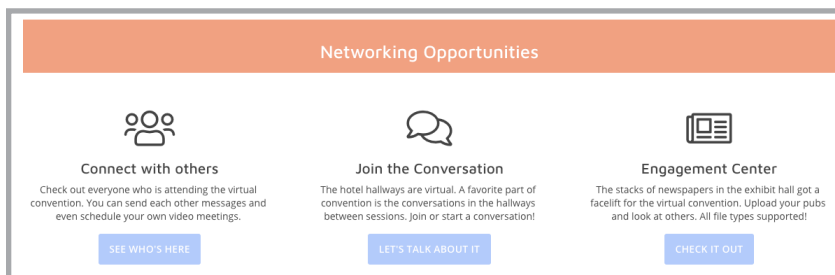


Here's a brief introduction to the convention's digital platform on Pathable.

It's quite similar to a convention mobile app, with sessions, speakers and exhibits at your fingertips.



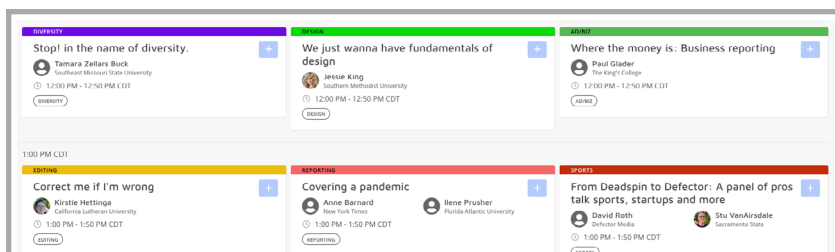
The convention platform's front page presents all convention special events, from the virtual trade show to the awards programs to the CMA Film and Audio Festival.



Looking for ways to connect?

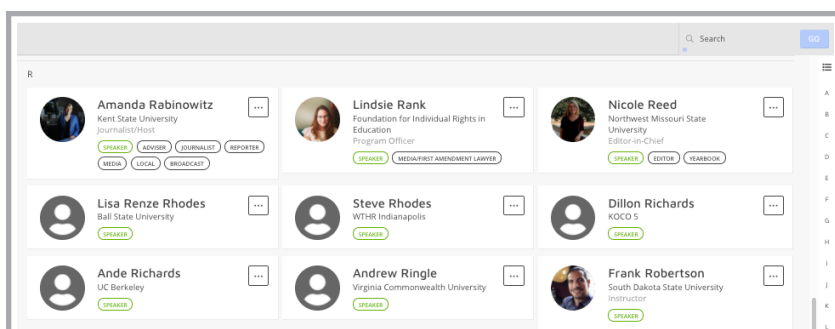
The convention platform allows you to interact through messages and conversations.

And share your student media and gather ideas in our engagement center.



The convention agenda will be your go-to page. It's organized by dates and times, with color-coded program tracks.

Pathable converts the schedule to your time zone — a big help for all of us.



Convention speakers are compiled for easy reference so you can find when a speaker is scheduled.

Speaking of profiles, be sure to update your profile with your photo and bio. It helps folks put a face with a name.

For questions on Pathable, please reach out to [Brittany Marinovich](mailto:Brittany.Marinovich@kellencompany.com), bmarinovich@kellencompany.com.

Convention schedule

All times listed here are Eastern. The convention platform converts them to your time zone.

Thursday, Oct. 22

9 a.m.-5 p.m. ET

Virtual tradeshow

Browse companies and schools offering services and products for collegiate-media programs.

9 a.m.-4 p.m. ET

50-minute critiques

pre-registration required

3-5 p.m. ET

Pre-convention workshops

\$50 / pre-registration

6 p.m. ET

ACP Pacemaker Awards

Often considered the most prestigious awards in collegiate journalism, the Associated Collegiate Press Pacemaker Awards will be announced and celebrated at this ceremony. And we'll announce winners of this year's ACP Individual Awards.

8 p.m. ET

CMA Film and Audio Festival

This showcase features the film-festival winners who entered their work in a range of categories by Oct. 2.

Friday, Oct. 23

9 a.m.-5 p.m. ET

Virtual tradeshow

9-9:50 a.m. ET

10-10:50 a.m.

Breakout sessions

9 a.m.-4 p.m. ET

50-minute critiques

pre-registration required

11 a.m. ET

Keynote

Brian Stetler, CNN

noon-1 p.m. ET

Lunch break/affinity groups

1-1:50 p.m. ET • 2-2:50 p.m.

3-3:50 p.m. • 4-4:50 p.m.

Breakout sessions

6 p.m. ET

CMA Pinnacle Awards

College Media Association's Pinnacle Awards recognize the best college media — print, broadcast, and online — across nearly 100 categories: 20 organizational and nearly 80 individual.

7:15 p.m. ET

CMA Adviser Awards

Celebrate our awardwinning advisers, including Honor Roll, Distinguished Adviser Awards and the CMA Hall of Fame.

Saturday, Oct. 24

9 a.m.-5 p.m. ET

Virtual tradeshow

9-9:50 a.m. ET

10-10:50 a.m.

Breakout sessions

9 a.m.-4 p.m. ET

50-minute critiques

pre-registration required

11 a.m. ET

Keynote

Monique Judge, The Root

noon-1 p.m.

Lunch break/affinity groups

1-1:50 p.m. ET • 2-2:50 p.m.

3-3:50 p.m. • 4-4:50 p.m.

Breakout sessions

5 p.m. ET

ACP Best of Show Awards

We announce winners in the competition among collegiate media registered at the convention and entered the competition by Oct. 14.

Sessions & tracks

Consult the Pathable convention platform for program updates.
On this list, when a session serves multiple tracks, it repeats in each track.

Advertising / business

Designs on revenue: Creating cash from creatives

Digging into data

News disruptors: Finding new business models for community news

Nothing is going back to the way it was. What is your media outlet's new financial plan?

The secret sauce: How to make special sections work for you

Where the money is:
Business reporting

Broadcast

A complete guide on how you can stream multiple camera events

Becoming the "triple threat"

Breaking in: Making the transition from college radio to your career

How to marry words and visuals for great storytelling

How to start a Latinx podcast from scratch

Making a true crime podcast

So you want to be an investigative podcaster?

Storytelling with sound

What it's really like to work in the TV news business right after college

Careers & professional development

Breaking in: Making the transition from college radio to your career

Building professional partnerships: Finding opportunities outside of student media

Community college to the pros, with a university stop in between

Finding your way when the future of news is unknown

More sessions at your fingertips

At a past convention, you could attend just 14 sessions.

This year, you'll get on-demand access to the recorded sessions for an extra two weeks.

Finding your way: Building a path from student media to the pros

From J school to real world

How to pitch your way into magazines and more

Making the most of a communications degree

Online career vs. online social

So you want to write for a magazine

> continued on the next page

WORLD-CLASS LEARNING. HANDS-ON EXPERIENCE.

Learn essential journalism skills in the School of Journalism and Mass Communication's professional master's degree program. You'll design your own three-semester track of study and specialize in covering what interests you, from politics to the environment, from investigative reporting to in-depth community news. And by joining us in Madison, you'll be part of a top-ranked school and worldwide network of Badger alumni.

Check out what our professional master's degree program can do for you.

Join us for a virtual open house on Thursday, October 29.

Learn more and register: journalism.wisc.edu/protrack



School of Journalism
and Mass Communication
UNIVERSITY OF WISCONSIN-MADISON

Community college

Community college to the pros,
with a university stop in between

Design

Alternative story forms: Case
studies

Front page power

How to never run out of ideas
for illustration

Just our type

Something old, something new,
something borrowed,
something by you

Steps campus newspapers
can take to improve online editing
and presentation

Strategies for building infographic
packages

We just wanna have fundamentals
of design

White space is the right space

Your sport design sucks

Diversity

“Just dribble”: Black sports
reporting in a time of social justice

Abby Johnston session

Being Muslim in the newsroom

Covering the entire campus
community

Covering the faith-based roots
of #BlackLivesMatter
on your campus and community

Framed: The media and
the marginalized

How to be an ally
in your newsroom

Pushing back on the myth
of objectivity

Religion, race and social injustice:
Bigotry, doctrine and the Black
Lives Matter movement

Stop! in the name of diversity

The pot unmelted: Racism in media

Trans journalism:

On the page and in the newsroom

Why the blackout in campus
coverage?

Editing

“But we don’t have
a journalism program”

Correct me if I’m wrong

Editing your own work

How did that get past me?

What’s in a frame?

Editorial writing during a crisis

When “Clusterfuck” is the headline

Leadership

Editorial leadership

From disruption to resilience

How to be an ally in your
newsroom

I’m sick, not stupid

Leadership styles — let’s find yours

Show some *&(%@)@ character,
people

So now you’re on Zoom:

How to bond with your team
virtually

Democracy and hierarchy:
Navigating the competing values
of literary publishing

Literary journals and the undergrad
experience

Publications

Why are you still printing a
newspaper?

Media law

Data deserts:

Documenting campus secrecy
in sports, Greek life, Title IX
and more

Democracy and hierarchy:
Navigating the competing values
of literary publishing

How to get the COVID info that
your community needs to know

I’m press! The targeting
of journalists in the United States

One step forward, two steps back

Self-censorship and student
government retaliation: Significant
threats to U.S. collegiate media
outlets

So you’re suddenly digital-only:
Legal issues in online editing
and reporting

Steering around opinion piece
potholes

Multimedia

Access for all:
digital accessibility 101

Audience Engagement 101:
Using all your platforms to grow

Becoming the “triple threat”

Discovering the storytelling
potential of VR and AR

Doing digital:
Innovation in online storytelling

Finding stories in data:
An introduction to data journalism

Getting the story with masks,
with Zoom and from 6 feet away

How college media can leverage
Instagram to reach students

When plans fail, pivot

> continued on the next page

Photo

Covering politics visually
Discovering meaningful moments beyond the obvious
Get the most out of your images
How to marry words and visuals for great storytelling
Mobile photography and editing
Photo editing:
More than meets the eye
Photo ethics
Stories in a suitcase:
How to tell great stories when you're on the road

Religion & faith

Covering the faith-based roots of #BlackLivesMatter on your campus and community
God and the newsroom
Why religion reporting matters in the 21st century

Reporting & writing

A conversation with Connie Schultz
Becoming the "triple threat"
Covering a pandemic
Covering the elections as a college journalist

Covering the entire campus community
Covering the faith-based roots of #BlackLivesMatter on your campus and community
Data deserts:
Documenting campus secrecy in sports, Greek life, Title IX and more
Discovering the storytelling potential of VR and AR
FBI strategies for interviewing
Finding stories in data:
An introduction to data journalism
From disruption to resilience
Getting the story with masks, with Zoom and from 6 feet away
How to get the COVID info that your community needs to know
How understanding historical context can improve your coverage of race/identity
I'm press! The targeting of journalists in the United States
One step forward, two steps back
Religion, race and social injustice: Bigotry, doctrine and the Black Lives Matter movement
Reporting on COVID in Red America

Self-censorship and student government retaliation:
Significant threats to U.S. collegiate media outlets
So you want to write for a magazine
Storytelling with sound
The education beat: Ripe for relevant investigative stories
The most important thing we do (almost) is cover a beat
Trust me, I'm a journalist
Writing about trauma in nonfiction
You, in the story:
The power of personal narrative
Young journalists in time of COVID-19

Sports

"Just dribble": Black sports reporting in a time of social justice
Beyond the barstool:
Covering the business of sports
From Deadspin to Defector:
A panel of pros talk sports, startups and more
I know more about your sports teams than you
Sports storytelling in 2020:
Best practices for your coverage amid COVID-19 and using multiple

Upcoming CMA Events

Adviser Certification Training, Jan. 4-15, 2021



Diversity and Inclusion Certification Training, Feb. 1-12, 2021



Pre-convention workshops

\$50 / Advance registration required

This year's workshops, presented digitally on the convention platform, are scheduled from 3-5 p.m. ET Thursday, Oct. 22. Advance registration required, and the registration rate is \$50. You can add registration through the modify link in your confirmation email.

Full descriptions are at collegemediaconvention.org.

A pandemic reset: Restructuring student media business models

Sarah Scarborough,
University of South Carolina

Erica Beshears Perel,
University of North Carolina-
Chapel Hill

Elizabeth Smith,
Pepperdine University

Jeff Bunch,
Eastern Washington University

Covering protests and staying safe so you can tell the story

Allison Bennett Dyche, moderator,
and students
from The Commonwealth Times,
Virginia Commonwealth
University —

Andrew Ringle, executive editor
Hannah Eason, managing editor
Eduardo Acevedo, news editor
Iman Mekonen, spectrum editor —
and
Diana Mitsu Klos
Student Press Law Center

Taking care: Protecting your staff and yourself from emotional trauma during turbulent times

Kenna Griffin,
CMA president,
University of Southern Indiana,
Washington Square News
at New York University

Ngozi Akinro
Texas Wesleyan University
Joe Hight
University of Central Oklahoma

Digital design that connects with your users

Amy Devault
Wichita State University
Anna Boone
Star Tribune, Minneapolis

Safe spaces: Micro-aggressions in our content and workspaces

Tamara Zellars Buck
Southeast Missouri State
University

Email Newsletters 101 (and 202, 303, 404 ...)

David Simpson
Georgia Southern University
Gary Metzker
Cal State Long Beach
Heidi Perez-Moreno
former editor-in-chief
of the Reporter,
Miami Dade College (Florida)

Fast and furious: The print-design shortcourse

Randy Stano
University of Miami (Florida)
Ron Johnson
Associated Collegiate Press

ACP's spring 2021 conventions remain on the calendar.
Check acp.studentpress.org for convention updates.

Feb. 25-27, 2021

La Jolla'21



Associated Collegiate Press
California College Media Association
Journalism Association of Community Colleges

Associated Collegiate Press
College Media Business & Advertising Managers

CHICAGO

March 18-20, 2021



acp CLIPS & CLICKS CONTEST

ACP's new student competition launches this fall

Open to all ACP members, Clips & Clicks honors current work in multiple categories for student and publication achievement.

The fall-semester competition opens soon and closes in mid-December, with fall winners announced in late January.

The spring-semester contest opens in mid-December and closes in mid-May, with winners announced in early June.

The cost is \$10 per entry, with no limit on entries. Any student on staff at an ACP-member publication is eligible.

Go to Clips & Clicks on acp.studentpress.org.

Summer workshop



The challenges are unprecedented, and you need help — and trusted advice — going into the year ahead.

Put [the College Media Mega Workshop](#) to work for you.

Sponsored in July by [ACP](#), [CMA](#) and [CMBAM](#), this virtual workshop is a meeting of the minds. It has trained hundreds of collegiate journalists and advisers, and it's prepared them for their challenges going into the academic year.

Past workshops have served up to 500 registrants at the Twin Cities campus of the University of Minnesota, with residence-hall accommodations available for affordability.

The 2021 virtual workshop, like the one in 2020, will feature one-week tracks in a two-week timeframe.

Past workshops have offered specific tracks to prepare you —

- Ad Rep Boot Camps**
- News/In-Depth Reporting**
- Advisers**
- Organizational Leadership**
- Broadcast**
- Sports Reporting**
- Design/Redesign**
- Student Ad Managers**
- Digital Journalism**
- Visual Storytelling**
- Feature Reporting**
- Yearbook/Magazine**
- Literary Magazine**

The associations

Associated Collegiate Press

ACP is steadfast in its mission to serve student media, introduce new ideas and reinforce best practices, reward excellence, embrace diversity, and provide ample networking and partnership opportunities. Founded in 1921, ACP is a 501(c)(3) association.

ACP Staff

Laura Widmer
Executive director
laura@studentpress.org

Gary Lundgren
Associate director
Contests & critiques coordinator
gary@studentpress.org

Ashley Tilley
Convention & membership manager
ashley@studentpress.org

Judy Riedl
Business & projects manager
judy@studentpress.org

Ron Johnson
Communications director
ron@studentpress.org

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Minnesota Daily, University of Minnesota, Minneapolis

College Media Association

The voice of collegiate media and its advisers, CMA serves student media pros, staffs and programs with education, research and resources.

Founded in 1954 as the National Council of College Publications Advisers, CMA now has more than 600 members — the people who advise the nation's collegiate media newspapers, yearbooks, magazines, broadcast and electronic media and their staffs — from coast to coast.

CMA Staff

Nora Keller
Executive director
NKeller@kellencompany.com

Amanda Frio
Account coordinator
AFrio@kellencompany.com

Brittany Marinovich
Manager, Meetings & expositions
BMarinovich@kellencompany.com

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I'M ESSENTIAL.
I'M A JOURNALIST.

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PHOTO
EXCHANGE
★★★★★

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