Convention preview

Virtual2020

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


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, 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!
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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PAID SUMMER INTERNSHIPS

Apply by Nov. 9

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, 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

## 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. 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

- **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

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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
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

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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

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

Covering a pandemic
Covering the elections as a college journalist

You, in the story:
The power of personal narrative
Young journalists in time of COVID-19

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

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)

Digital design that connects with your users
Amy Devault, Wichita State University
Anna Boone, Star Tribune, Minneapolis

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](http://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

**CHICAGO**

March 18-20, 2021

Associated Collegiate Press
College Media Business & Advertising Managers

**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.student.press.org](http://acp.student.press.org).
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.

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**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.

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