

Convention preview



*Connect2021*

**Spring National  
College Media Convention**

presented virtually March 18-20, 2021

[collegemediaconvention.org](http://collegemediaconvention.org)



with [the Journalism Association of Community Colleges](#)  
and [California College Media Association](#)

# Renew. Re-charge. Re-set. Re-connect.

Welcome to Connect 2021, Spring National College Media Convention.

The convention, which convenes virtually March 18-20, reaches across the miles to connect us when we need it most.

We're excited about the sessions, the pre-convention workshops, the keynote speakers, the critiques and consultations, and the convention Best of Show competition.

And, just as importantly, this convention brings us together — with small-group discussions on specific topics, roundtable on general topics, get-togethers for affinity groups and adviser meetings (and a Happy Hour!).

This preview gives you a sample of what's ahead, in the nation's largest gathering of college journalists, media students and their advisers.

Presented on [the Pathable platform](#), the convention will

unite collegiate-media programs participating in the convention.

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 session topics are as timely as today's news. Leadership and ethics. Diversity. Innovation. Adapting to all-digital publishing. Reporting and specialty reporting. Visual journalism.

Even more timely are our keynoters: **Major Garrett**, of CBS News; **Linsey Davis**, of ABC News; and **Ashley Parker**, of The Washington Post. They've been on the front lines of reporting at the White House and in DC, and you'll definitely want to hear their perspectives.

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

## Convention partners

### Associated Collegiate Press

**Laura Widmer**  
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[acp.studentpress.org](http://acp.studentpress.org)  
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## Thank you to our convention sponsors





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# Keynote speakers

Three prominent journalists on the front lines of covering U.S. politics and events in the nation's capital will be our convention keynoters.

> [Speaker bios are on the convention site.](#)



5 p.m. ET Thursday, March 18

## Linsey Davis

Anchor, "ABC News Prime Live"

Anchor, weekend

"World News Tonight" on Sundays



1 p.m. ET Friday, March 19

## Major Garrett

Chief Washington correspondent,  
CBS News



6 p.m. ET Saturday, March 20

## Ashley Parker

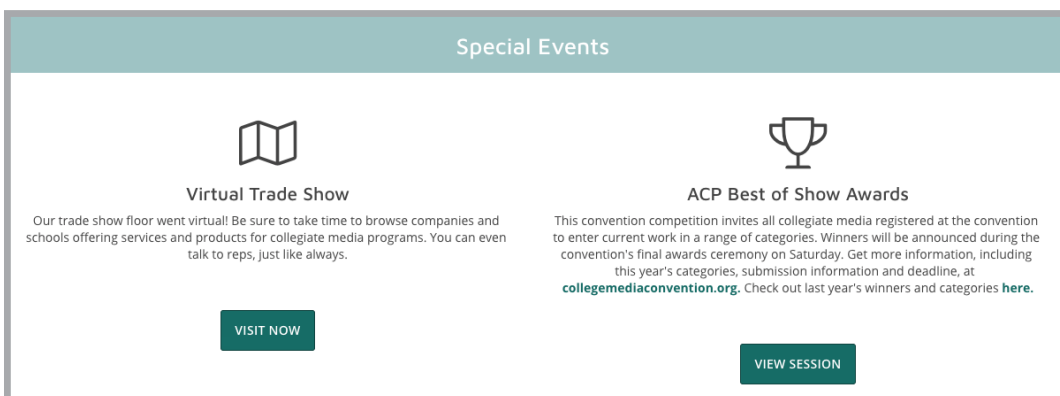
White House reporter,  
The Washington Post

# Navigating Pathable's convention platform

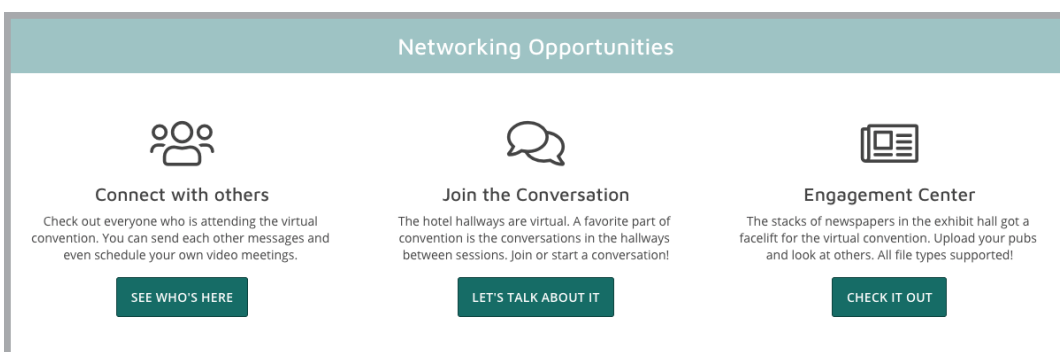


Here's a brief introduction to the convention's digital platform on Pathable.

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.

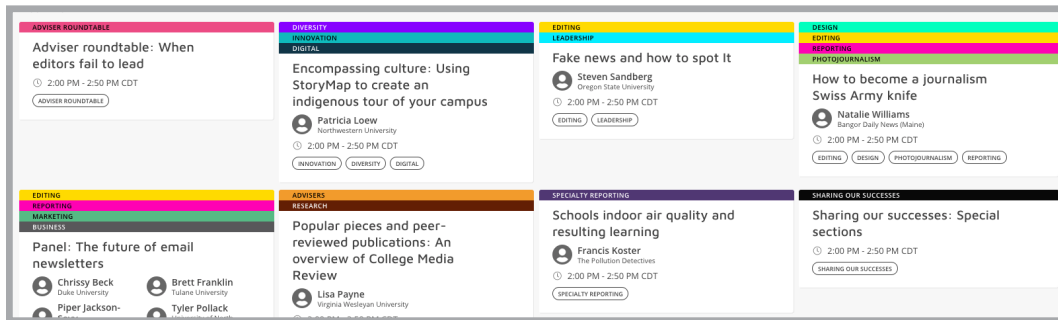


Looking for ways to connect?

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

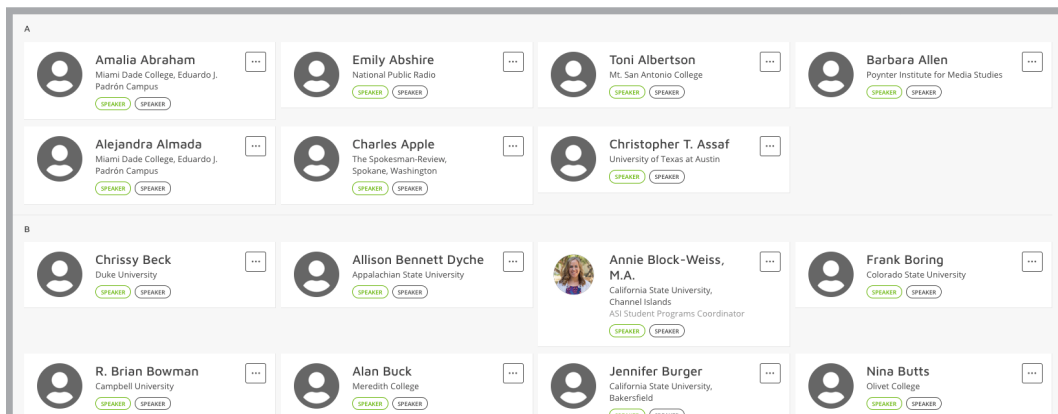
And share your student media and gather ideas in our engagement center.

# Navigating Pathable's convention platform



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

Pathable converts the schedule to your time zone.



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

and bio. It helps folks put a face with a name.

And speaking of profiles, be sure to update your profile with your photo

For questions on Pathable, please reach out to CMA's Libby Settle, [lsettle@kellencompany.com](mailto:lsettle@kellencompany.com).



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# Convention schedule

## Thursday, March 18

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

9 a.m.-5 p.m. ET  
**Virtual trade show**

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

### PRE-CONVENTION WORKSHOPS

3-5 p.m. ET  
\$50 / pre-registration  
Our nine specialized  
workshops meet  
on opening day.

5-11 p.m. ET  
**JACC sessions**  
Kickoff, contests and  
meetings for students and faculty

5 p.m. ET  
Keynote  
Linsey Davis,  
ABC News

## Friday, March 19

9 a.m.-5 p.m. ET  
**Virtual trade show**

9 a.m.-4 p.m. ET  
**50-minute critiques**  
pre-registration required

### BREAKOUT SESSIONS

11-11:50 a.m. •  
noon-12:50 p.m. •  
2-2:50 p.m. • 3-3:50 p.m. •  
4-4:50 p.m. • 5-5:50 p.m. •  
6-6:50 p.m. ET

11 a.m.-7 p.m. ET  
**Sharing our successes**  
It's time to share your successes  
from the past year. Bring your  
content to share during a series  
of topic-specific sessions.

11 a.m.-7 p.m. ET  
**Adviser roundtable  
discussions**  
Advisers gather to share and  
discuss a range of topics at  
specific sessions.

1 p.m. ET  
Keynote  
Major Garrett, CBS News

1-1:50 p.m. • 7-10 p.m. ET  
**JACC sessions**  
Newswriting contest, photo  
judging live, editor roundtable,  
Corona-palooza

7-8 p.m. ET  
**Adviser virtual  
happy hour**

## Saturday, March 20

9 a.m.-5 p.m. ET  
**Virtual trade show**

10 a.m. ET  
ACP advisory committee

### BREAKOUT SESSIONS

11-11:50 a.m. •  
noon-12:50 p.m. •  
2-2:50 p.m. • 3-3:50 p.m. •  
4-4:50 p.m. • 5-5:50 p.m.

1-1:50 p.m. ET  
**Small-group discussions**  
From training to going all digital,  
we'll discuss specific topics in a  
series of sessions.

2-6 p.m. ET  
**Affinity groups**  
Share your perspectives and  
experiences at a series  
of 50-minute gatherings  
for students and advisers  
with shared interests.

4-6 p.m. ET Sat  
**CMBAM awards ceremony**

4-6 p.m. ET Sat  
**CMA membership meeting  
and candidate forum**

6 p.m. ET  
Keynote  
Ashley Parker,  
The Washington Post

7 p.m. ET  
**ACP awards ceremony**  
[Columbia Scholastic Press  
Association](#) announces its  
Crown Awards, and ACP  
announces Best of Show  
winners for the convention.

8 p.m. ET  
**CCMA awards ceremony**

9 p.m. ET  
**JACC awards ceremony**



# Sessions, tracks & discussion groups

Consult the Pathable convention platform for program updates.

## Advisers

How to justify a real grade in media labs  
Part 1: What's an adviser to do?  
Advising student media in a time of misinformation and attacks on the press  
Advising deep dive: Administrative pitfalls and hurdles  
Advisers only:  
Setting your ethical compass  
Advisers: General discussion  
Developing our code of ethics  
Adviser happy hour  
Popular pieces and peer-reviewed publications: An overview of College Media Review

## Adviser roundtables

Community colleges  
Budgets  
When editors fail to lead  
Training programs  
Private schools  
Small programs  
Media groups  
Dealing with difficult administrators

## Affinity groups

Black journalists  
Women journalists  
Latino American journalists  
LGBTQ+

## Business & Marketing

New adviser workshop  
Successfully planning around a pandemic  
Facebook business  
Monetizing social media  
Rebooting your sales force  
Structuring your business office  
Motivating your team  
Circulation  
Sales 101  
Optimizing your digital ad space  
Improving brand awareness  
The future of print  
The future of email newsletters

Critical design tips: How to get your online audience to click  
Selling digital:  
Sales strategies to get a "yes"  
Business operations for the modern college media organization  
Increase your revenue:  
What to sell and how to sell it  
Panel: CMBAM Alumni

## Careers

Internship intel: Landing and succeeding at journalism internships in NYC and beyond  
Living and working in New York  
Landing a journalism internship or job in Washington, D.C.  
Internship tips from your Uncle Winter  
How to freelance

## Design

Designing during a pandemic, Parts 1 & 2  
Something old, something new, something borrowed, something by you  
Guidelines for good newspaper design  
Strong typography makes a difference  
Award-winning print design

## Digital & Broadcast

Finding the heart of the story  
Pro tips: Working in a digital-first newsroom  
Digital media today  
Developing a documentary film department  
Face-to-face with Facebook  
Storytelling at MediaStorm  
Google tools for your newsroom  
Pulling back the curtain on tech-powered news delivery  
Remote TV broadcasts? No problem. Strategies for great campus news in a pandemic  
Managing and staffing a college video platform  
Partnering up: The benefits of working with your local commercial station

## More sessions at your fingertips

At a past convention, you could attend just 14 sessions. This spring, you'll get on-demand access to the recorded sessions for an extra two weeks.

## Editing

How a devotion to copy editing and attention to detail can open your journalism career  
Are you the best copy editor?  
How to better edit yourself  
Fake news and how to spot it

## Leadership, Diversity & Innovation

The best of times, the worst of times: Working as a student journalist in a time of misinformation and attacks on democracy  
Encompassing culture: Using StoryMap to create an indigenous tour of your campus  
Mental health for Black student journalists  
Can journalism pay reparations?  
Dealing with grief in the age of COVID  
Deadline dilemmas and difficult decisions: You make the call  
Small staff, big opportunities  
So now you're on Zoom.  
How to bond with your team virtually  
Leadership styles: Let's find yours  
Shifting your newsroom focus to communication and training  
Dealing with conflict in the newsroom without throwing anything  
How newsroom guilds are ensuring your future in journalism  
Engaging journalism with entrepreneurship  
Canva tips and tricks for the multi-platform newsroom  
Improving your newsroom's communication  
Building community through journalism

The journalist's evolution in a fast-changing landscape  
Gender, diversity and inclusion in reporting  
Connecting minority and social-justice college media outlets  
Ushering newsrooms into a racially conscious age  
Making journalism accessible  
Correct me if I'm wrong  
Can Design Thinking help innovate journalism?  
Making your newsroom a breaking-news newsroom  
Building trust with your readers: Tips & tools

### **Media Law**

FOIA and access to information  
ABCs of libel  
Copyrights, wrongs and fair use  
Silenced sources: When a global pandemic, college reputations and student media collide

### **Photojournalism**

Finding the heart of the story  
How to build a better photo department (and retain your best photos)  
Being a photojournalist during a pandemic  
Doing it all: Visual journalism in the age of COVID and unrest  
Sports photojournalism: Take your best shot  
You're running what photo? Applying photojournalism ethics in the newsroom  
Photojournalism during a pandemic  
Shoot first and ask questions later  
Photo editing: More than meets the eye  
Moments beyond the obvious  
Visual storytelling

### **Reporting & Specialty Reporting**

The student sleuth  
Great stories are about people, not things  
Getting the story from anyone: Interviewing in depth  
Your story, your voice  
Solutions Journalism reporting  
Covering crisis, exploring inequity:

Covering breaking news and the deeper stories they reveal  
Engaging your community in so many ways  
How to write a compelling story about a speech or lecture  
Coverage: There's So. Much. More.  
Find a face to make your story come alive  
Interviewing tips for good storytelling  
Datapalooza: Key education studies and databases you need to know  
The benefits of content-sharing partnerships  
Campus secrecy: An investigative podcast  
Covering Breonna Taylor and systemic racism  
How to become a journalism Swiss Army knife  
News user types: Understand them for better promotion opportunities  
Part 2: Reporting in a time of misinformation and attacks on the media: What's a student journalist to do?  
How student journalists can earn trust in a politicized world  
Health reporting: Weaving human-interest angles into coverage of health trends  
Reaching a national readership through local feature writing  
Not your traditional beat: covering gender and family issues  
The most important thing we do — almost — is cover a beat  
Why religion reporting matters in the 21st Century  
Where the money is: business reporting  
Takin' it to the streets: Urban journalism, faith experiences and multimedia storytelling  
Writing about trauma in nonfiction  
Covering sports in a pandemic  
Schools indoor air quality and resulting learning  
Sports during COVID  
Business stories you should be covering  
Be better at blogging  
Self-publishing your multimedia eBook  
Covering news on a faith-based campus

### **Sharing our successes**

Storytelling  
Visual journalism  
Innovation  
Special sections  
Projects and series  
Broadcast programming

### **Small-group discussions**

Recruiting diverse voices  
Reporting during a pandemic  
Training your staff  
Social media  
Do we return to print or go all-digital?  
Motivation and morale  
How to deal with criticism

### **Student roundtables**

Yearbook  
Newspaper  
Sports  
Magazine  
Digital  
Broadcast  
Photo

### **Yearbook**

Getting it together  
Pivot: Adjusting coverage during and after a pandemic

# Community Training Advocacy Pinnacle Awards Conventions



## Join us!

Be part of our network of college media advisers  
from across North America.

Go to [collegemedia.org](http://collegemedia.org) for more.

# Pre-convention workshops

\$50 / Advance registration required

Always popular, our pre-convention workshops dive into specific, timely topics.

This year's workshops, presented digitally on the convention platform, are scheduled from 3-5 p.m. ET Thursday, March 18. 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](http://collegemediaconvention.org).

## Leadership: Recruiting and leading your staff

It's a challenge to know if our newsrooms will be full this summer and fall, or if we will still see remote and in-person staffs.

Nonetheless, we have to help our editors and staff be prepared to deal with providing great journalism to our readers. And, as editors, we have to be ready to recruit our staff now.

Veteran advisers will provide you best practices for recruiting, training and leading your staffs. Let's sort this out and provide you with a compass to guide your newsroom.

**Chris Whitley**, College Media Association president and director of student publications at Tarrant County College, Fort Worth, Texas.

**Sandra Combs**, CMA secretary, associate professor at Arkansas State University and adviser to The Herald student newspaper.

**Laurie Fox**, assistant director of student publications and newsroom adviser of The Shorthorn, University of Texas at Arlington.

## Social-justice reporting

Many student journalists found themselves thrown into action covering the protests that occurred last summer in the wake of George Floyd's killing.

An award-winning Minneapolis reporter from the Star-Tribune who covered the Floyd case from the beginning will discuss his experiences, and an award-winning adviser will join him in sharing experiences,

perspectives and insight on reporting for social justice.

**Libor Jany**, crime reporter, Star Tribune, Minneapolis.

**Arvli Ward**, publisher and adviser to the Sundial, California State University, Northridge.

## Digital storytelling that connects with your readers

The world is visual, social and mobile, and your publication should be, too.

Learn how to effectively use social media, photos, video, data, analytics and digital tools to tell stories and enhance reader engagement. In this pre-convention workshop, we'll show you ways to enhance your digital storytelling and online presence with these components —

- Storytelling development
- Package planning and design
- Interactive graphics
- Video & photos
- Social media
- Creative thinking

**Amy DeVault**, Wichita State University (Kansas) and adviser to The Sunflower newspaper.

**Sara Quinn**, lecturer and senior fellow in media design, University of Minnesota.

## Today's advanced informational graphics

From the clarity of a simple graphic to the complexity of data visualization, we'll explore ways to research, report, collaborate and design informational graphics for both digital and print.

We'll start with the basics but move into advanced infographic storytelling, with ideas on software and design tools and helpful examples. We'll especially focus on the content and design of informational graphics — and applying the right graphic approach to the content at hand.

**Charles Apple**, features design editor, The Spokesman-Review of Spokane, Washington, and researcher, writer and designer for its Further Review graphic story pages.

## Five things you need to know about your press rights

Since 1974, the Student Press Law Center has answered the call when students and their advisers need reliable information about the law of the First Amendment, defamation, copyright, and access to government documents and meetings.

In 2021, we have identified five threats to a free college press. SPLC lawyers will discuss some of the most common legal and ethical traps that face college journalists. We will discuss press freedom censorship, access to records, meetings and places, FERPA laws, budget threats and cyber law. We will specifically address your rights and safety while covering demonstrations and riots.

**Hadar Harris, Mike Hiestand and Sommer Ingram Dean**, Student Press Law Center

*> Workshops continue on the next page*

### **Microaggressions in our content and in our workspaces**

The goal of this session is to introduce the concept of microaggressions to student journalists and further their understanding by engaging them in activities around spotting microaggressions within the office culture and in their content creation.

**Tamara Zellars Buck, CMA** president-elect and professor and multimedia journalism coordinator, Southeast Missouri State University, Cape Girardeau.

### **Solutions journalism**

We'll explore the key tenets of solutions journalism and how to apply it in your college newsroom.

We'll look at college-level reporting examples, as well as the abundant resources available through the Solutions Journalism Network. Participants will gain story ideas and a sense of how to guide student journalists who want to incorporate the approach into their reporting.

**Elizabeth Smith, ACP** vice president, director of Pepperdine Graphic Media and assistant professor of journalism at Pepperdine University.

### **Podcasting 101**

Podcasts are everywhere today, from the yoga instructor down the street to the editor at a metropolitan newspaper. But how do you make a podcast, especially one that's authentic and engaging, and one people actually want to listen to?

A lot of planning and practice go into launching a successful podcast series. A veteran podcaster will walk you through the basics of planning and producing a podcast, and a podcast educator will talk about how you can incorporate this medium into your student-media outlets..

**Myrriah Gossett**, independent media producer, Austin, Texas.

**Allison Bennett Dyche, CMA** vice president for member training and news adviser to The Appalachian, Appalachian State University, Boone, North Carolina.

### **Advanced print design and redesign**

This long-running workshop applies fresh ideas and current examples to the tried-and-true concepts of print design for newspapers, newsmagazines, magazines and yearbooks.

We'll talk about ways to enhance your print presentations, with dozens of ideas for storytelling through photos, graphics and text from publications around the world. We'll also focus on how those design concepts apply across design platforms, with some advice on how to approach a redesign and/or a new print format.

Our time is condensed, but have PDFs of your publication handy if we have time for quick critiques.

**Anna Hyzy**, a design editor on the print hub at The New York Times, plans and designs pages for the NYT's news sections including National, International, Sports, Arts and more.

**Ron Johnson**, communications director for Associated Collegiate Press and National Scholastic Press Association; former college media adviser; and former editor of The Best of Newspaper Design competition annual of the Society for News Design.



## **Fall National College Media Convention**

**Oct. 13-17, 2021**

**Mark your calendar.  
And cross your fingers!**

JOIN COLLEGE MEDIA BUSINESS  
AND ADVERTISING MANAGERS AND

INVEST IN YOUR SUCCESS!



“Being a CMBAM member has helped me better run my ad office. The knowledge and insight I gain by being privy to the correspondence on the listserv are tremendous. It helps me better analyze and understand trends in the college media realm, provides awareness of possible issues that potentially lie ahead, and keeps me abreast of happenings in the industry ... The information and breadth of knowledge are incomparable to any other resource around. I definitely recommend becoming a CMBAM member. The revenue-generating ideas and strong support network gained will far exceed any introductory costs incurred.”

**LEAH GRIFFIN**

*Manager of Student Media & Sales and Marketing  
AdLab - Texas Christian University*

**CMBAM**

CONTACT [BOARD@CMBAM.ORG](mailto:BOARD@CMBAM.ORG) FOR MORE INFO!

# acp CLIPS & CLICKS CONTEST

## Who's atop the fall-semester scoreboard?

We're one semester into Clips & Clicks, ACP's new contest honors current work in multiple categories for student and publication achievement.

[Check out the fall-semester results](#), and plan your entries now for this spring semester.

The spring deadline is May 28, 2021. Then watch for winners — and the sweepstakes winner — to be posted in June.

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

Get Clips & Clicks contest info: [acp.student.press.org](http://acp.student.press.org).



CMA's online series connects members with experienced advisers and professionals who will lead discussions across a range of topics over the next few months.

Preparing students for the realities of this new era, motivating students during a crisis, navigating equipment management during a pandemic — we'll cover it all.

Watch [collegemedia.org](http://collegemedia.org) for future confabs.

# Summer workshop

COLLEGE MEDIA  
**MEGA**  
WORKSHOP

NATIONWIDE

JULY 19-30, 2021

acp CMA COLLEGE MEDIA ASSOCIATION  
CMBAM

The challenges can be big, 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 virtual 2020 version, will feature one-week tracks in a two-week time frame.

Past workshops have offered specific tracks to prepare you —

- Ad Rep Boot Camps
- News/In-Depth Reporting
- Advisers • Broadcast
- Organizational Leadership
- 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.

### **ACP Staff**

**Laura Widmer**  
Executive director  
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Contests & critiques coordinator  
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### **ACP Board of Directors**

**Jeanne Acton, president**  
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**Elisia Cohen, past president**  
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Desert Vista High School and Grand Canyon University, Phoenix, Arizona

**Amy DeVault**  
Wichita State University, Wichita, Kansas

**Mitch Eden**  
Kirkwood High School, Kirkwood, Missouri

**Gayle Golden**  
University of Minnesota, Minneapolis

**Laurie Hansen**  
Stillwater Area High School, Stillwater, Minnesota

**Meghan Percival**  
McLean High School, Fairfax County, Virginia

**Becky Tate**  
Shawnee Mission North High School, Overland Park, Kansas

**Charlie Weaver**  
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.

### **CMA Staff**

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### **CMA Board of Directors**

**Chris Whitley, president**  
Tarrant County College, Fort Worth, Texas

**Tamara Zellars Buck, president-elect**  
Southeast Missouri State University, Cape Girardeau

**Allison Bennett Dyche, vice president for member services**  
Appalachian State University, Boone, North Carolina

**Chris Evans, vice president for member support**  
University of Illinois at Urbana-Champaign

**Steven Chappell, treasurer**  
Northwest Missouri State University, Maryville

**Sandra Combs, secretary**  
Arkansas State University, Jonesboro

## College Media Business and Advertising Managers

CMBAM is committed to providing learning and career opportunities through member engagement and communications. It fosters leadership development and education that teach industry best practices and will continue to be an advocate for its members.

### **CMBAM Board of Directors**

**Charlie Weaver, president**  
University of Minnesota, Minneapolis

**Nathan Laursen, president-elect**  
Utah State University, Logan

**Allan Vaughan, secretary/treasurer**  
University of Nebraska, Lincoln

**Sarah Scarborough, communications director**  
University of South Carolina, Columbia

**Katherine Ross, programming director**  
University of Pennsylvania, Philadelphia

**Heather Howard, awards & member recognition director**  
University of Oklahoma, Norman

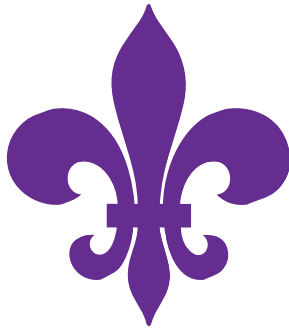
**Jacob Horton, student director**  
University of Nebraska, Lincoln

It's all at [acp.studentpress.org](http://acp.studentpress.org).

acp  
Pacemaker  
Awards

acp  
Individual  
Awards

acp  
CLIPS &  
CLICKS



## Fall National College Media Convention

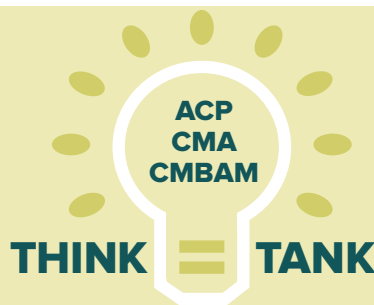
Oct. 13-17, 2021

acp  
Best of Show  
Awards

COLLEGE MEDIA  
MEGA  
WORKSHOP

acp  
Pacemaker  
Master  
Classes

acp  
Critiques



acp  
Consultations

I'M ESSENTIAL.  
I'M A JOURNALIST.

ACP  
HALL *of*  
FAME

ASSOCIATED  
COLLEGIATE  
PRESS  
Model Code  
of Ethics