

**Network in the nation's capital
with top college media groups
and more than 100
media professionals.**

**NATIONAL
COLLEGE MEDIA
CONVENTION**



Oct. 31-Nov. 3, 2019 • Grand Hyatt • Washington, D.C.

collegemediaconvention.org • [#collegemedia19](https://twitter.com/collegemedia19)



SCHEDULE

Here's our tentative schedule. Watch collegemediaconvention.org for updates going into the convention.

Thursday, Oct. 31

9 a.m.-noon Pre-convention workshops

Noon Registration opens.

1-5 p.m. Breakout sessions

Friday, Nov. 1

9-10:50 a.m. Breakout sessions

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

12:30-4:20 p.m. Breakout sessions

4:30-6 p.m. CMA Pinnacle Awards

6-7 p.m. CMA Adviser Awards

7-8 p.m. Adviser reception

Saturday, Nov. 2

9-10 a.m. Breakout sessions

10-11:30 a.m. Keynote

11:30 a.m.-3:20 p.m. Breakout sessions

3:30-4:30 p.m. Keynote

4:30-6 p.m. ACP Pacemaker Awards

6:30-8 p.m. CMA Film & Audio Festival

Sunday, Nov. 3

9-10:50 a.m. Breakout sessions

11 a.m.-noon Keynote &
ACP Best of Show Awards

AWARDS



CMA Pinnacle Awards 4:30 p.m. Friday, Nov. 1

CMA honors 2018-19's top college newspapers, TV and radio stations, magazines, yearbooks, websites, apps and students with organizational and individual Pinnacle Awards.



ACP Pacemaker Awards 4:30 p.m. Saturday, Nov. 2

Winners of this year's newspaper, magazine, yearbook and online ACP Pacemakers will be announced at this awards ceremony, as will ACP's national individual awards.

BEST OF SHOW



11 a.m. Sunday, Nov. 3

Will your staff claim the Best of Show title and leave D.C. with a trophy?

All delegations that include students are eligible. Entries must be brought to the convention for on-site judging, and winners are announced immediately following the closing keynote on Sunday morning.

The entry deadline is 4 p.m. Friday, Nov. 1. Entries are \$20 each for ACP members and \$30 each for nonmembers. Advisers can sign up and pay through registration, or you can register on site.

ON-SITE CRITIQUES



Want 50 minutes of an expert's attention? When you register online, add a critique with a CMA member and expert in media, who will review your publication, cover to cover, or your website, page by page. You can also get a critique for radio/podcasts and TV/video.

You'll direct the conversation to focus on whatever area you'd like to discuss the most — content, coverage, writing, visuals, design, editing, deadlines, conflicts, leadership, etc.

Critiques are \$15 each. Sign up with your online registration, and select a critique time on site.

FILM & AUDIO FESTIVAL



6:30-8 p.m. Saturday, Nov. 2

The CMA Film and Audio Festival will honor and present top-notch projects in several categories, including documentary, creative and newscast. This year, we are featuring a new category — best DJ personality.

Submissions accepted in early August.

PRE-CONVENTION WORKSHOPS

9 a.m.-noon Thursday, Oct. 31 | \$50

Pre-registration is required, and space is limited.

Covering Elections

2020 is already shaping up to be one of the most contentious American elections ever.

In this workshop a campaign reporter for POLITICO will teach you the tactics of the political reporter, from reading campaign finance reports and analyzing polling data to covering debates and interacting with campaign staff.

Zach Montellaro, POLITICO

Student Leadership

It's not enough to worry just about your section editors working with their reporters and photojournalists to produce solid content for your newspaper and site. Now you lead a newsroom that provides news to its community in many ways and on many schedules. And you're doing it with tighter budgets at a time when you're accused of providing fake news to the public.

Let's sort this out and provide you with a compass to guide your newsroom.

Kenna Griffin, College Media Association
Mark Witherspoon, Iowa State Daily

Storytelling for Video Journalists

Today's nonfiction video storytelling exists on multiple platforms, from web to broadcast to social and mobile. The best of these videos rely on a key element — the story.

This workshop will focus on how to identify the components of a strong video story and provide a crash course in video shooting and editing. Leading the session is the producer and director of "Charlottesville: Race and Terror," the Vice News Tonight documentary on HBO.

Bring a laptop and camera (or mobile device) to participate in hands-on portions of the workshop.

Josh Davis, San Francisco State University

So, You Want to Start a Podcast

Everyone from your favorite celebrity to your Aunt Sally now has a podcast. But making something that is authentic and engaging — and that people will listen to — isn't easy.

A veteran NPR host/producer who recently launched the new podcast "Spectacular Failures" will walk you through planning and producing a podcast and offer tips on breaking into this expanding field.

Lauren Ober, "Spectacular Failures"

Fast and Furious: The Society for News Design QuickCourse

For 40 years, SND has been the authority on news design, shaping the future of

journalism through stronger visuals. You'll get a chance to work with Washington Post designers to learn better practices, have your work critiqued and gain new perspectives. Come prepared to think, collaborate and critique.

This session will cover both print and digital design. Bring copies of your publication or site, in print, screenshot or PDF, for the best part — our group critiques.

Aviva Loeb and Amy Cavenaile,
The Washington Post

Law of the Student Press/ Supreme Court Tour

All proceeds go to Student Press Law Center.

Tour the U.S. Supreme Court with SPLC Legal Counsel Mike Hiestand, a member of the bar of the Supreme Court.

After viewing exhibits and meeting with court staff, the group will walk to the Newseum, where Hiestand will brief you on your rights as student journalists and take on your most vexing questions.

Lynn Walsh,
Trusting News Project
Joe Cohn, Foundation for Individual Rights in Education
Lobbylt lobbying firm

Helping Student Newsrooms Cover the Whole Story with Solutions Journalism

For advisers/faculty only

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

Samantha McCann,
Solutions Journalism Network

Google Tools for Journalists

Free

Google Tools are essential for journalists, who use them for everything from verification and research to digital visualization and mapping.

You will learn a broad range of practical tools that will enhance your reporting, including Google Search, Google Alerts, Google Scholar, Google Maps/Earth, Google Translate, Google Trends, Google Public Data Explorer and YouTube.

Benét J. Wilson, Google News Initiative

LOBBY FOR THE FIRST AMENDMENT

Not all college journalists become professional journalists. Some want to be activists, policymakers or even politicians.

Lobby for the First Amendment is a special political track at the convention, Oct. 31-Nov. 2. You'll learn the government game from pro lobbyists and then you'll lobby legislators' offices on Capitol Hill.

Our cause? Maintaining a free press and an open government.

One month before the convention, two Skype calls with a professional lobbyist will begin the track.

More information is at collegemediaconvention.org.

Lynn Walsh,
Trusting News Project
Joe Cohn, Foundation for Individual Rights in Education
Lobbylt lobbying firm

NEWSEUM'S LAST CALL

The Newseum, D.C.'s go-to destination for journalists, closes permanently next January.

But thanks to the **Student Press Law Center**, celebrating 2019 as its **Year of the Student Journalist**, registered conference attendees may visit the Newseum at no charge during conference dates, Oct. 31-Nov. 2.

At the museum, present your convention name badge. The offer is not transferable to others.

Museum information is at newseum.org.

CAREER NETWORKING

Through our career networking events, students can find out what media outlets are looking for in new hires, submit résumés and meet with hiring professionals to talk about job and internship opportunities.

Don't miss this chance to network with pros who could help launch your career.

Check the convention site, collegemediaconvention.org on how to submit your materials and for deadlines and the latest information.

collegemediaconvention.org

acp.studentpress.org | collegemedia.org

KEYNOTE SPEAKERS



Marty Baron

The Washington Post executive editor

Marty Baron oversees more than 800 journalists at the Post.

News organizations under his leadership have won 14 Pulitzer Prizes, including The Boston Globe investigation portrayed in the Academy Award-winning movie "Spotlight."



Abby Phillip

CNN White House correspondent

Based in Washington, D.C., Abby Phillip joined CNN in 2017 to cover the Trump Administration.

Before CNN, she served as national political reporter for The Washington Post.



Nina Totenberg

National Public Radio legal-affairs correspondent

Nina Totenberg is NPR's award-winning legal affairs correspondent.

Her reports air regularly on NPR's critically acclaimed newsmagazines All Things Considered, Morning Edition, and Weekend Edition.

Her keynote will be a conversation with Sommer Ingram Dean, Student Press Law Center staff attorney.



ASSOCIATED COLLEGIATE PRESS

COLLEGE MEDIA ASSOCIATION

REGISTRATION

Register online at collegemediaconvention.org.

Members of ACP and CMA receive significant discounts on registration. Visit either organization's website to verify your membership(s).

Plan carefully. Cancellations are not allowed and refunds will not be given. Substitutions may be made at any time. Rates increase after Oct. 4.

Registration Fees		Early-bird	Standard
Members	Student	\$115	\$140
	Adviser	\$135	\$160
Non-members	Student	\$140	\$165
	Adviser	\$190	\$215
	Spouse/Partner/Family	\$55	\$65

HOTEL



Grand Hyatt Washington

1000 H St. NW, Washington, DC 20001

Just steps away from downtown, the Grand Hyatt Washington ensures that you're never far from D.C.'s beloved destinations. The Metro Center train station connects to the lobby, with access to the red, orange, silver and blue lines.

Reduced room rates are \$209/night single/double and \$219 triple/quad, plus tax. Reservation deadline is Friday, Oct. 4, 2019.

Reserve your room through our convention site or by calling 202-582-1234.

collegemediaconvention.org

EARLY-BIRD DEADLINE
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