

College Media
CONFERENCE

2011

25th ANNUAL
CONFERENCE AND
PRECONFERENCE
PROGRAM

CELEBRATING **25** YEARS OF

Connecting Campus and Media

JUNE 29–JULY 1, 2011 • THE FAIRMONT HOTEL • WASHINGTON, DC



THE COUNCIL OF
INDEPENDENT COLLEGES

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Dear Colleague:

We are delighted to welcome you to the 25th annual College Media Conference, "Celebrating 25 Years of Connecting Campus and Media," cohosted by the Council of Independent Colleges (CIC) and the American Association of State Colleges and Universities (AASCU).

We want to thank our Premier Sponsor *The Chronicle of Higher Education* as well as the following sponsors for their support of the conference: *Campus News*, *EurekAlert!*, *Inside Higher Ed*, *MyMediaInfo*, *NewsWise*, *readMedia*, and Allegheny College.

We hope that you will come away from this meeting with a better sense of how to make productive connections with key higher education journalists, a better understanding of the profound changes that are transforming the worlds of traditional and social media—and journalism in general—and how those changes will affect your job, and useful tips about best practices and approaches to publicizing campus activities and making the case for your college or university. In addition to a wide variety of sessions led by representatives of major media outlets, you will find in your conference packet a list of national media contacts, a list of participants, and speakers' biographies with contact information. Please take advantage of the many opportunities over the course of the conference to network with media representatives and colleagues from colleges and universities nationwide.

Sincerely,

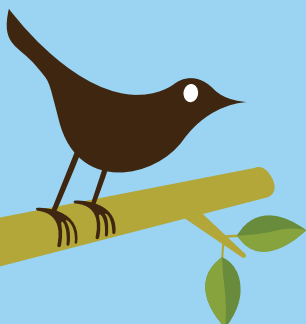
Laura Wilcox, Conference Director and Vice President for Communications, CIC

Susan Chilcott, Conference Moderator and Vice President for Communications, AASCU

For presentations, photos, and other conference resources, visit www.CollegeMediaConference.org after the conference.



Follow the conference on Twitter. Use our tag, #2011cmc.



Mastering the Maze of Social Media

PRECONFERENCE • WEDNESDAY, JUNE 29, 2011

9:30–10:30 a.m.

Newsroom Visits and Tours

- C-SPAN
- *Inside Higher Ed*
- National Public Radio
- *The Chronicle of Higher Education*

11:00 a.m.–5:30 p.m. • **Registration**

Imperial Prefunction

12:30 p.m.

Welcoming Remarks

Grand Ballroom II

Susan Chilcott, Conference Moderator and Vice President for Communications, AASCU

12:30–1:45 p.m.

Understanding Social Media 101

Grand Ballroom II

Sean Carton, Chief Creative Officer, idfive

Moderator: **Harriet Goodheart**, Assistant Vice President for University Communications, St. Joseph's University (PA)

2:00–3:15 p.m.

CONCURRENT SESSIONS

Achieving Authenticity and Publicity in the Twitter Age

Roosevelt

Jamie Kelly, Director of Media Relations, Cornell College (IA)

Steve Smith, National News Editor, University of Nebraska-Lincoln

Moderator: **Laura Corbin**, Director of News Services, Wofford College (SC)

Crafting a Successful Social Media Strategy

Grand Ballroom I

Marc C. Whitt, Associate Vice President for Public Relations and Chief Communications Officer, Eastern Kentucky University

Karla Wludyga, Director of Public Relations and Communications and Special Assistant to the President, Gannon University (PA)

Moderator: **Vince Moore**, Director of Media and Public Relations, Furman University (SC)

3:15–3:30 p.m. • **Beverage Break**

Prefunction I and II

3:30–4:45 p.m.

Online Editors and Bloggers You Should Know

Grand Ballroom II

Daniel de Vise, Higher Education Blogger/Reporter, *Washington Post*

Will Doig, Features Editor, *The Daily Beast*

Josh Levin, Senior Editor, *Slate*

Moderator: **Jennifer Donovan**, Director of Public Relations, Michigan Technological University

6:00–8:00 p.m.

25th ANNIVERSARY SPECIAL EVENT AT THE NATIONAL PRESS CLUB

National Press Club Building
529 14th Street, NW, 13th Fl.

Sponsored by
The Chronicle of Higher Education

6:00–6:45 p.m.

Cocktail Reception

First Amendment Lounge

6:45–8:00 p.m.

The Future of Journalism in the Digital Age

Frank Holeman Lounge

Jim Brady, Head, Thunderdome Project, *Journal Register Company*

Judy Phair, President, PhairAdvantage Communications (MD)

Vivian Schiller, Chief Digital Officer, NBC News

Moderator: **Jeff Selingo**, Editor, *The Chronicle of Higher Education*

(See flyer in your conference packet for directions and dinner options.)

Celebrating 25 Years of Connecting Cam

CONFERENCE • JUNE 30–JULY 1, 2011

THURSDAY, JUNE 30

7:00 a.m.–5:00 p.m. • **Registration**

Imperial Prefunction

7:30–8:30 a.m.

Continental Breakfast

Colonnade

8:30 a.m.

Welcoming Remarks

Grand Ballroom

Laura Wilcox, Conference Director and Vice President for Communications, CIC

Richard Ekman, President, CIC

8:30–9:30 a.m.

Getting Coverage for Your Institution

Grand Ballroom

Ed Blaguszewski, Executive Director of News and Media Relations, University of Massachusetts, Amherst

Jeffery G. Hanna, Executive Director of Communications and Public Affairs, Washington and Lee University (VA)

Moderator: **Nan Broadbent**, Assistant Director, University Communications, San Francisco State University (CA)

9:30–10:30 a.m.

Approaching National Media

Grand Ballroom

Sharon Begley, Freelance Science Journalist

Dennis Kelly, Senior Assignment Editor (Science/Environment/Energy/Weather), *USA Today*

Amy Salit, Producer, National Public Radio's *Fresh Air with Terry Gross*

Moderator: **Carl Marziali**, Assistant Vice President, University of Southern California

10:30–11:00 a.m. • **Beverage Break**

Prefunction I and II

11:00 a.m.–12:15 p.m.

Understanding the Demands of Education Reporting

Grand Ballroom

Sara Clarke, Education Editor, *U.S. News & World Report*

Bill Schackner, Higher Education Reporter, *Pittsburgh Post-Gazette*

Liz Willen, Interim Director, The Hechinger Institute for Education and the Media and Interim Editor, *The Hechinger Report*

Moderator: **Jeff Pitchford**, Vice President of University and Government Relations, University of Central Arkansas

12:30–1:30 p.m. • **Lunch**

Colonnade

1:45–2:30 p.m.

Public Policy and the Year Ahead

Grand Ballroom

Terry Hartle, Vice President of Government and Public Affairs, American Council on Education

Moderator: **Roland H. King**, Vice President for Public Affairs, National Association of Independent Colleges and Universities (NAICU)

2:30–3:30 p.m.

Crisis Communications: When It Hits the Fan

Grand Ballroom

Dennis Brown, Assistant Vice President, News and Information, University of Notre Dame (IN)

Moderator: **John Wall**, Director of Media Relations, Juniata College (PA)

3:30–3:45 p.m. • **Beverage Break**

Prefunction I and II

3:45–5:00 p.m.

Gaining Attention from the Television Networks

Grand Ballroom

Gina Garcia, Producer, *The CBS Early Show*

Kay Jones, Senior Editorial Producer, CNN

Antoinette Machiaverna, Producer, NBC's *Today Show*

Moderator: **Tom Snee**, Associate Editor, University News Services, University of Iowa

5:00–6:30 p.m. • **Reception**

Colonnade

6:30 p.m.

Dine-Around Dinners

Conference participants may sign up for one of several dinner groups at the Registration Desk. Conference staff will make the reservations at nearby restaurants and provide directions. Each person pays his or her share of the meal.

FRIDAY, JULY 1

7:00 a.m. • **Registration**

Imperial Prefunction

7:45–9:00 a.m.

Continental Breakfast and Roundtable Discussions

Colonnade

Participants will join colleagues for breakfast and the Roundtable Discussion of their choice. These Roundtables are first-come, first-served and are idea exchanges (not tutorials) in which colleagues share insights and information. Each table has a facilitator (*see flyer in your conference packet*) who will begin the conversation and keep the ideas flowing. Roundtable Discussion topics include:

- Measuring Media Coverage
- Determining Social Media Success
- Capitalizing on Digital Media Opportunities
- Tweeting as a Major Activity in a Media Program
- Working with Faculty on Media Relations
- Creating and Placing Op-eds
- Achieving Prime-Time Media Placements for Rookies
- Breaking Through the Media's Fences
- Advanced Tips for Attracting Attention
- Working Your Campus into National Stories
- Designing a Strategic Media Plan
- Competing as a Small School in a Large Metro Market
- Media Training for Faculty and the President
- Communicating in a Crisis
- Evaluating Local or National Media Ideas
- Effective Videos for Online and Media Purposes

9:15–10:00 a.m.

MEET THE (HIGHER ED) PRESS CONCURRENT SESSIONS

Both sessions are presented twice so that participants can switch rooms after 45 minutes and a quick break to meet the journalists of the other higher education publication.

Inside Higher Ed

Grand Ballroom I

Scott Jaschik, Co-Founder and Editor; **Doug Lederman**, Co-Founder and Editor; **Serena Golden**, Copy Editor; and **Steve Kolowich**, Reporter

Moderator: **Linda Evans**, Assistant Director of Media and Public Relations, University of Richmond (VA)

The Chronicle of Higher Education

Roosevelt

Jeff Selingo, Editor; **Paul Basken**, Senior Reporter (Science Policy); **Scott Carlson**, Senior Reporter (Facilities and Sustainability); **Eric Hoover**, Senior Writer (Admissions); **Audrey Williams June**, Staff Reporter (Academic Workplace); **Beth McMurtrie**, Senior Editor (International); **Jennifer Ruark**, Deputy Managing Editor (Features and *The Chronicle Review*); **Brad Wolverton**, Senior Editor (Finance and Policy); and **Jeff Young**, Senior Writer (Technology)

Moderator: **Cynthia Peters**, Director of Media Relations, Pomona College (CA)

10:00–10:15 a.m. • **Beverage Break**

Prefunction I and II

10:15–11:00 a.m.

MEET THE (HIGHER ED) PRESS CONCURRENT SESSIONS

Repeat of the two concurrent sessions listed above in the same locations.

11:15 a.m.–12:30 p.m.

Sharing Campus News with Major Media

Grand Ballroom II

Robin Gradison, Producer, ABC-TV's *World News with Diane Sawyer*

Brian Witte, Maryland Statehouse Reporter, Annapolis Bureau, Associated Press

Kate Zernike, National Correspondent, *New York Times*

Moderator: **Michael McAlpin**, Media Relations Director, Saint Mary's College of California

12:30 p.m. • **Adjourn**

Post Conference

Tour of the Newseum

Participants who pre-purchased tickets should pick them up at the Registration Desk no later than noon on Friday. If you would like to take the tour but have not yet purchased a ticket, please do so by noon on Thursday. The tickets are good for two days. This is a self-guided tour.

HOSTS



The **Council of Independent Colleges** is an association of nearly 700 nonprofit independent liberal arts colleges and universities and higher education affiliates and organizations that work together to strengthen college and university leadership, sustain high-quality education, and enhance private higher education's contributions to society.

The **American Association of State Colleges and Universities** is the leadership association of 430 public colleges and universities "Delivering America's Promise" through their common commitment to access, affordability, and educational opportunity. Enrolling more than three million students, these institutions fulfill the expectations of a public university by working for the public good through education, stewardship, and engagement.

SPONSORS

PREMIER SPONSOR

THE CHRONICLE of Higher Education

The Chronicle of Higher Education is the leading global news source covering all aspects of academic and intellectual life and is read by more faculty members and administrators than any other source in higher education.



Located in Meadville, PA, Allegheny College is a national liberal arts college and the 32nd oldest college in the nation. It will celebrate its 200th anniversary in 2015.



Campus News is a professionally distributed newspaper written by students, for students, at two-year campuses in New York and (beginning this spring) in Massachusetts and Connecticut.



EurekaAlert! is an online science news service, operated by AAAS, that features health, science, and technology news from leading research universities and other organizations.



Founded in 2004, *Inside Higher Ed* is the online source for news, opinion, and jobs for all of higher education.



MyMediaInfo delivers a comprehensive, up-to-date media contacts database, including social media contacts, editorial calendar opportunities, and customized coverage reports.



Newswise is a newswire service for journalists, media professionals, and anyone interested in knowledge-based news content.



readMedia's Hometown Newsmaker is powerful software used by more than 300 colleges to celebrate student accomplishments in print, online, and in social media.