Dear Colleague:

Welcome to the 2018 College Media Conference, “Real News: Taking Higher Education’s Story to the Media,” co-hosted by the Council of Independent Colleges and the American Association of State Colleges and Universities.

We hope you will take advantage of every opportunity to meet and talk about story ideas with the national and regional journalists presenting here, as they are eager to meet and to learn more about you and your college or university. Past participants attest to the benefit of proposing story ideas to reporters they have met here and to working with them year after year.

The Monday night welcome reception provides a convivial venue to connect with other higher ed public relations professionals and to create or expand your network. Please plan to join us in the North Gate Grill at the Capital Hilton. You also can connect with conference participants by following @CollegeMediaCon on Twitter. Please use #cmcDC when tweeting.

Your conference packet includes a list of speakers and conference participants, a reporter’s notebook, media contacts, and information on the topics and facilitators for the Tuesday and Wednesday morning Breakfast Roundtable Discussions. Please find the topic or group of peers that interests you each morning or move from table to table. After the conference, we will send you the list of national and regional media contacts in electronic form.

The College Media Conference is designed with one overarching goal: to promote your success. Please let us know if we can do anything to make your experience over the next few days even more valuable.

Sincerely,

Lynn Donham, Conference Director and Vice President for Communications, Council of Independent Colleges

Jennifer Walpole, Director of Communications, American Association of State Colleges and Universities

8:45–9:15 a.m.  
**Check in for Media Discussions and Newsroom Tour**  
**CAPITAL TERRACE**

9:30–10:30 a.m.  
**Media Discussions and Newsroom Tour**  
**MEET AT THE CONFERENCE REGISTRATION DESK**

If you have registered for a newsroom tour or media discussion (advance registration is required to participate), please check in at the Conference Registration Desk at 8:45 a.m. at the hotel’s Capital Terrace (second level) and pick up your name badge. For specific details, please see instructions emailed to you prior to the conference.

- The Chronicle of Higher Education
- C-SPAN
- Inside Higher Ed

10:00 a.m.–5:30 p.m.  
**Conference Registration**  
**CAPITAL TERRACE**

12:30 p.m.  
**Conference Begins and Welcoming Remarks**  
**PRESIDENTIAL BALLROOM**

Richard Ekman, President, CIC

Jennifer Walpole, Director of Communications, AASCU

12:35–1:45 p.m.  
**Trending News on the Higher Education Front**  
**PRESIDENTIAL BALLROOM**

Leading media representatives will discuss higher ed trends and developments they are following—on campus, in local communities, and in state and national government—and what lies ahead.

Melissa Korn, Higher Education Reporter, Wall Street Journal U.S. news team

Jeffrey Selingo, Contributing Writer, Washington Post’s “Grade Point,” and Author, There Is Life after College

Jamal Watson, Executive Editor, Diverse: Issues In Higher Education

Moderator: Mary Keister, Director of News and Media Relations, Kenyon College

1:50–2:50 p.m.  
**Harnessing the Power of Social Media**  
**PRESIDENTIAL BALLROOM**

Whether an institution is large or small, public or private, campus public relations professionals can make a big impact through social media. Learn from and engage with experienced and innovative social media specialists.

Andrew Shaw, Director of Enrollment Communications and Operations, York College of Pennsylvania

Jackie Vetrano, Online Marketing and Social Media Manager, University of North Carolina at Chapel Hill

Moderator: Cheryl Knauer, Director of Media Relations, McDaniel College

2:50–3:15 p.m.  
**Beverage Break**  
**CAPITAL TERRACE**

**CONCURRENT SESSIONS**

3:15–4:15 p.m.  
**National News and the Local Perspective**  
**PRESIDENTIAL BALLROOM**

College and university media relations professionals and regional higher education reporters will describe how they work together on “hard” and “soft” news stories while meeting the needs and interests of their internal and external audiences.
Have the latest conference information at your fingertips—participants list, session handouts, speaker bios, and more—by downloading Guidebook, the free conference app.

1. Download Guidebook from the Apple App Store or Google Play Store, or visit https://guidebook.com/g/CMC2018.
2. Open the app and tap the Enter Passphrase button located near the top of your screen.
3. Type 2018cmc and tap the Continue button.
4. Tap the Get This Guide button. (The guide may take a few moments to load.)

**Wireless Access**

Conference Wi-Fi network: HILTON_MEETINGS
Wi-Fi code: 2018cmc

**STAY CONNECTED!**

TUESDAY, JUNE 26

7:00 a.m.–5:00 p.m.
Conference Registration
CAPITAL TERRACE

7:15–9:30 a.m.
Continental Breakfast and Roundtable Discussions
CONGRESSIONAL BALLROOM
Join colleagues for breakfast and a roundtable discussion of your choice. A list of Roundtable Discussion Topics and Facilitators can be found on Guidebook and in your conference packet.

8:30–9:35 a.m.
On the Air
PRESIDENTIAL BALLROOM
Greetings. Lynn Donham, Conference Director and Vice President for Communications, CIC National TV reporters and producers will offer tips and best practices for collaborating with them on feature stories and breaking news.

Chloe Arensberg, Senior Producer, CBS This Morning

Katie Hinman, Senior Producer of Special Programming, CNN

Karen Travers, Correspondent, National and International News, ABC News

Moderator: Katie Neal, Executive Director of News and Communications, Wake Forest University

9:45–10:45 a.m.
Presidents and the Press
PRESIDENTIAL BALLROOM
Campus public relations leaders and their presidents will discuss the realities of dealing with the media whether the news is good or bad.

Chris Howard, President, Robert Morris University

Robert Ludwig, Assistant Vice President for Media Relations, University of Maryland University College

Javier Miyares, President, University of Maryland University College

Jonathan Potts, Vice President for Public Relations and Marketing, Robert Morris University

Moderator: S. Georgia Nugent, President Emerita, Kenyon College, and Senior Fellow, CIC

10:45–11:00 a.m.
Beverage Break
CAPITAL TERRACE

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SUNNI BROWN, Assistant Director of Media and Public Relations, University of Richmond

JUSTIN MATTLINGLY, Education Reporter, Richmond Times-Dispatch

SARAH SCHNEIDER, Education Reporter, WESA-FM, Pittsburgh NPR Affiliate

ABBY SIMMONS, Associate Director for Media Relations, Carnegie Mellon University

Moderator: LAURA SNYDER, Vice President, Dick Jones Communications

Business Media and Higher Education
CONGRESSIONAL BALLROOM

Reporters from business-focused media will share their perspectives on higher ed issues ranging from tuition rates and cost-saving innovations to sexual harassment and free speech challenges.

MOLLY HENSLEY-CLANCY, Reporter, BuzzFeed News

KAITLIN MULHERE, Special Projects Editor, Money Magazine

KAITLIN PITSKER, Staff Writer, Kiplinger’s Personal Finance Magazine

Moderator: DEANNE TAENZER, Vice President, ExpertFile

4:20–5:45 p.m.
Tackling Public Mistrust of the Value of Higher Education
PRESIDENTIAL BALLROOM

Presented by The Chronicle of Higher Education

The Chronicle Editor Liz McMillen and a panel of experienced higher education leaders will take a critical look at what campuses and communicators are doing to address public concerns about the value and viability of higher education today.

José Luis Cruz, President, Lehman College of the City University of New York

Richard Ekman, President, Council of Independent Colleges

Lynn Pasquarella, President, Association of American Colleges & Universities

Moderator: Liz McMillen, Editor, The Chronicle of Higher Education

5:45–6:45 p.m.
Cocktail Reception
NORTH GATE GRILL

Sponsored by The Chronicle of Higher Education

All conference participants are invited to a reception that will provide opportunities to reconnect with old friends, welcome first-timers, and talk with new colleagues.

7:00 p.m.
Dine-around Dinners
MEET IN HOTEL LOBBY AT 6:45 P.M.

These dinners are a great way to meet colleagues from other campuses and to exchange ideas. Participants may sign up at the Conference Registration Desk for an informal dinner at area restaurants. Conference staff will make the reservations; participants pay for their own meals. Most restaurants are within walking distance.

7:15–8:30 a.m.
Roundtable Discussions
CAPITAL TERRACE

Join colleagues for breakfast and a roundtable discussion of your choice. A list of Roundtable Discussion Topics and Facilitators can be found on Guidebook and in your conference packet.

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10:45–11:00 a.m.
Beverage Break
CAPITAL TERRACE
11:00 a.m.–12:30 p.m.  
**The Magic—and Science—of the Perfect Pitch**  
PRESIDENTIAL BALLROOM

Michael Smart, president of MichaelSmart PR, will share fresh approaches and solid research to help communicators create media pitches that get results.

Moderator: **Ellie Schlam**, Director of Communications and Marketing, Touro College

12:30–1:45 p.m.  
**Lunch and Presentation on Public Policy and Higher Education**  
CONGRESSIONAL BALLROOM

Higher education is in the crosshairs of Congress and the White House. A public relations leader with one of higher ed’s leading associations will share an inside look at the key issues and public policy concerns facing higher education, and why they matter to communicators at public and private colleges and universities.

Pete Boyle, Vice President for Public Affairs, National Association of Independent Colleges and Universities (NAICU)

Moderator: **Matt Gerien**, Executive Director of Communications and Public Affairs, Rhodes College

**CONCURRENT SESSIONS**

2:00–3:15 p.m.  
**Science in the News**  
PRESIDENTIAL BALLROOM

Science reporters and editors will focus on individuals, research, trends, and stories that fit their special formats and audiences.

Eric Hand, Deputy Editor for Physical Sciences, Science Magazine

Rebecca Hersher, Reporter, NPR Science Desk

Susan Matthews, Science Editor, Slate

Moderator: **Marla Paul**, Health Sciences Editor, Northwestern University

**Spotlighting the Arts**  
SOUTH AMERICAN

Digital, print, and alternative media provide coverage of the arts in new and exciting ways. A panel of reporters and editors will discuss their interests in arts and cultural topics in higher education.

Mary Carole McCauley, Arts Reporter, Baltimore Sun

**Thu-Huong Ha**, Books and Arts Reporter, Quartz

Moderator: **Jolene Travis**, Director of Media Relations and Content Strategy, Pratt Institute

3:15–3:45 p.m.  
**Beverage Break**  
CAPITAL TERRACE

3:45–5:00 p.m.  
**Working with Opinion Editors**  
PRESIDENTIAL BALLROOM

A university communications leader whose president’s writing has appeared on more than 40 editorial pages in the last three years will join two seasoned op-ed editors to share insights into the art of op-ed writing and placement.

Kevin Burke, Vice President for Communications, Franklin & Marshall College

Erica Palan, Digital Opinion Editor, Philadelphia Media Network

Jennifer Shaw, Opinions Editor, Hechinger Report

Moderator: **Kathrynne Skonicki**, Director of Media Relations, Lewis University

**Crisis Communications in a Turbulent Campus Culture**  
SOUTH AMERICAN

Coping with crises has become almost routine on many campuses today. Seasoned crisis veterans will share experiences and offer counsel and ideas for communicating effectively with multiple and diverse audiences on crises ranging from natural to man-made, troublesome to tragic.

Bill Burger, Vice President for Communications and Chief Marketing Officer, Middlebury College

Rae Goldsmith, Chief Marketing and Communications Officer, Southern Illinois University

Kevin Myers, Director of Strategic Communications, Reed College

Moderator: **Doug Cook**, Director of Media Relations, Bowdoin College

Evening  
**Dinner on Your Own**

7:00 a.m.–12:30 p.m.  
**Conference Registration**  
CAPITAL TERRACE

7:45–9:00 a.m.  
**Continental Breakfast and Roundtable Discussions**  
CONGRESSIONAL BALLROOM

Join colleagues for breakfast and a roundtable discussion of your choice. A list of Roundtable Discussion Topics and Facilitators can be found on Guidebook and in your conference packet.

**CONCURRENT SESSIONS**

9:15–10:00 a.m.  
**Meet the Higher Education Press**  

These concurrent sessions will provide opportunities to discuss higher ed issues, pitch stories, and become more familiar with the nation’s premier higher education trade publications and the journalists who cover college and university campuses.

Note: Each session is offered twice with a break from 10:00 a.m. to 10:15 a.m. to enable participants to attend both The Chronicle and Inside Higher Ed sessions. Please check the Guidebook session description for information about additional reporters and editorial associates.

**Conversing with The Chronicle**

Several Chronicle of Higher Education reporters and editors will engage in informal conversations with participants in a roundtable format. This session is designed to enable participants to get to know reporters, hear about topics and ideas that reporters intend to cover, and pitch story ideas directly.

Jennifer Ruark, Deputy Managing Editor, The Chronicle of Higher Education

Moderator: **John Hill**, Director of Media Relations, College of the Holy Cross
Editors and co-founders of Inside Higher Ed, a national daily online publication about higher education that attracts more than 4.4 million monthly page views, will exchange ideas with conference participants.

Sarah Hardesty Bray, Editor and Co-founder, Inside Higher Ed
Scott Jaschik, Editor and Co-founder, Inside Higher Ed
Doug Lederman, Editor and Co-founder, Inside Higher Ed
Moderator: Vige Barrie, Senior Director of Media Relations, Hamilton College

CONCURRENT SESSIONS

10:15–11:10 a.m.
Meet the Higher Education Press
Repeat of the “Conversing with The Chronicle” and “Inside Higher Ed” concurrent sessions. Choose one of the two sessions.

11:15 a.m.–12:30 p.m.
Making National Education News
Leading journalists from print and digital media will analyze the current climate for covering higher education, including changing public perceptions, governmental actions, and cultural conflicts playing out on the nation’s campuses.
Autumn A. Arnett, Editor, Education Dive
Anemona Hartocollis, National Higher Education Correspondent, New York Times
Kimberly Hefling, Senior Education Writer, Politico
Moderator: Deborah Mendez Wilson, Deputy Spokesperson, University of Colorado Boulder

12:30 p.m.
Adjourn

Inside Inside Higher Ed

The Chronicle of Higher Education is a leading source of higher education news for campus professionals and top-tier news publications nationwide. Since 1966, The Chronicle has kept readers at the forefront of academic knowledge—with timely news and analysis of academic ideas, developments, and trends.

Premier Sponsor

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ExpserFile is the world’s first search engine and content software solution designed for experts and their organizations. Trusted by leading organizations as a content platform, ExpertFile is a global resource used by journalists, event organizers, governments, and more to search for experts covering over 25,000 unique topics.

Gehrung Associates, founded in 1972, was the first firm in the nation to address the media relations needs of colleges, universities, foundations, and research centers. The firm generates top-tier feature coverage for its clients and provides valuable counsel on issues ranging from crises and presidential positioning to staff development.

Meltwater helps companies make better, more informed business decisions based on insights from the outside. More than 25,000 companies use the Meltwater media intelligence platform to stay on top of billions of online conversations, extract relevant insights, and use them to strategically manage their brand and stay ahead of their competition.

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Merit’s Reputation Marketing platform transforms everyday content into relevant, engaging, and high-performing marketing assets to drive recruitment and retention goals. Powered by automated personalization and dynamic audience targeting technology, Merit gives content a 35 percent media placement lift, improves ROI, and delivers organic, repeatable, word-of-mouth brand engagement. Hundreds of colleges and universities rely on Merit to upgrade static messaging to valuable dynamic content and earned media.

mStoner, Inc. is a digital-first agency committed to tailored solutions that deliver real results. The company crafts powerful, human-centric experiences to illuminate clients’ brands and allow them to tell their unique story. mStoner connects their clients with the right audience at the right time to form right-fit relationships. The firm positions teams for improved productivity, sustainable growth, internal alignment, and proof-positive success. Since 2001, mStoner has worked with more than 350 colleges, universities, and professional schools.

WilcoxM3, LLC specializes in media relations, marketing, and project management services for colleges and universities and higher education associations. In addition, WilcoxM3 partners with numerous communications experts to provide a broad array of services including strategic communications, media training, social media strategy, and op-ed and other writing.

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