Connecting across Media Boundaries: GAINING ACCESS, MAKING NEWS

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Dear Colleague:

We are delighted to welcome you to the 28th annual College Media Conference, “Connecting across Media Boundaries: Gaining Access, Making News,” cohosted by the Council of Independent Colleges (CIC) and the American Association of State Colleges and Universities (AASCU).

With plenty of opportunities to meet and pitch stories to more than 30 top journalists, bloggers, and producers who will be speaking during the conference, we hope that you will come away from this meeting with new ways to connect with and gain access to journalists and new media writers.

You will find in your conference packet and on your Guidebook app a list of national media contacts, a list of conference participants, and speakers’ biographies with contact information. You can also follow the conference on Twitter at @CollegeMediaCon and use #cmcDC when tweeting.

Sincerely,

Laura Wilcox, Conference Director and Vice President for Communications, Council of Independent Colleges

Susan Chilcott, Conference Moderator and Vice President for Communications, American Association of State Colleges and Universities
PRECONFERENCE • WEDNESDAY, JUNE 25

Sharpening Your Traditional and Social Media Toolkits

9:30–10:30 a.m.  
**Media Visits and Tours**  
*Meet in the Palladian Foyer at 8:45 a.m.*

Please note that advance registration is required. See instructions emailed to you prior to the conference.

- Chronicle of Higher Education
- C-SPAN
- Inside Higher Ed
- National Public Radio World Headquarters

11:30 a.m.–5:30 p.m.  
**Registration**  
Palladian Foyer

12:30 p.m.  
**Welcoming Remarks**  
Palladian Ballroom

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

For presentations, photos, and other conference resources, visit www.CollegeMediaConference.org after the conference.
12:30–1:45 p.m.
**Covering News in the Digital Age**
*Palladian Ballroom*

Media representatives in this session will discuss the impact of social media and digital technology advances on today’s print and online news organizations.

**Nick Anderson**, Higher Education Reporter, *Washington Post*

**Chad Lorenz**, News Editor, *Slate Magazine*

**Mary Beth Marklein**, Education Reporter, *USA Today*

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

Moderator: **Carol Hughes**, Director, Strategic Content and Media, DePaul University

1:45–2:45 p.m.
**Maximizing Digital Media Benefits**
*Palladian Ballroom*

College and university communicators who have an extensive digital media background—or none—can learn how to maximize the benefits of digital media in their daily work. Many communications professionals today are expected to manage websites and social and digital interaction with the press without any real training or experience—or digital specialists on staff. Designed with ample time for participant interaction, this session will explore how to meet and exceed those expectations and find new ways of engaging digital journalists and integrating social media with traditional news.

**Ben Sharbaugh**, Associate Director for Digital Strategy, Harvard University

Moderator: **Cheryl Knauer**, Director of Media Relations, McDaniel College
2:45–3:15 p.m. • **Beverage Break**
*Palladian Foyer*

3:15–4:15 p.m.  
**Becoming the In-House Media Trainer for Your Campus**  
*Palladian Ballroom*

Campus executives and faculty members today realize that video is the fastest-growing communications medium for colleges and universities, but they often don’t know how to present themselves well on screen, whether for a video message to alumni or an interview with a local TV station. Moreover, budgets often don’t allow for the hiring of professional media trainers. In this concentrated, interactive session a top-notch media trainer will guide participants through setting up their own on-campus media-training program and getting results that will enhance the reputation of their institutions and offices.

**Candace Smith**, Assistant Vice President for Media Relations, George Washington University

Moderator: **Greg Cannon**, Chief Public Affairs Officer, Marist College

4:30–5:45 p.m.  
**The Art of Gaining Science Coverage and Building Institutional Reputation**  
*Palladian Ballroom*

Panelists will discuss the presentation of science news in print, online, and on air, with a special focus on the stories and individuals that best fit their formats and audiences.

**Tim Appenzeller**, News Editor, *Science* magazine

**Alan Boyle**, Science Editor, NBC News Digital

**Eva Emerson**, Editor-in-Chief, *Science News* magazine

Moderator: **Laura Diamond**, National Media Relations Representative, Georgia Institute of Technology
5:45–7:30 p.m.
COCKTAIL RECEPTION AND PROGRAM
(Sponsored by the Chronicle of Higher Education)
Empire Patio and Ballroom

**College, Reinvented**

Higher education’s harshest critics accuse it of being outdated, ineffective, and fundamentally broken. A panel including seasoned *Chronicle of Higher Education* reporters, two college and university presidents, and an expert on “disruptive innovations” in higher education will peel away the rhetoric and bust the myths to offer insights into today’s challenges and potential solutions for the future. Participants will be encouraged to join the debate with questions and commentary.

**Goldie Blumenstyk**, Senior Writer, *Chronicle of Higher Education*

**Ángel Cabrera**, President, George Mason University

**Scott Carlson**, Senior Writer, *Chronicle of Higher Education*

**Bryon Grigsby**, President, Moravian College

**Louis Soares**, Vice President, Center for Policy Research and Strategy, American Council on Education
CONFERENCE • THURSDAY, JUNE 26

Connecting across Media Boundaries: Gaining Access, Making News

7:00 a.m.–5:00 p.m. • Registration
Palladian Foyer

7:30–8:30 a.m. • Continental Breakfast
Empire Ballroom

8:30 a.m.  Welcoming Remarks
Palladian Ballroom

Richard Ekman, President, CIC
Muriel A. Howard, President, AASCU
8:30–9:30 a.m.  
**Coping with the New Campus State of Constant Crises**  
Palladian Ballroom

How should PR specialists respond when misinformation about a crisis floods social media? And how should PR professionals prepare to cope with the crisis that won’t go away, over months and even years? Two experienced communicators discuss managing the unmanageable—crises large and small—in the Twitter era.

**Patricia E. Dempsey**, Director of Communications, St. John’s College (MD)  
**Ben Jones**, Vice President for Communications, Oberlin College  
Moderator: **Doug Cook**, Director of News and Media Relations, Bowdoin College

9:30–10:45 a.m.  
**The Changing Face of Broadcast News**  
Palladian Ballroom

The constantly changing nature of broadcast news today means that producers are always looking for ideas to keep their content fresh and compelling. Three seasoned professionals from network and cable TV share tips on what they are looking for and how to work with them most effectively on both in-depth stories and breaking news.

**Mary K. Bruce**, White House Producer, ABC News  
**Gina Garcia**, Producer, CBS *This Morning Saturday*  
**Katie Hinman**, Supervising Producer, *The Lead with Jake Tapper*, CNN  
Moderator: **Colette M. Liddy**, Director of Media Relations, Caldwell College
10:45–11:00 a.m. • **Beverage Break**
*Birdcage Walk*

11:00 a.m.–12:15 p.m.
**Fresh Approaches to the Education Story**
*Palladian Ballroom*

Reporters and editors at new, specialized, and traditional media outlets are looking at the education story from fresh perspectives today.

**Tyler Kingkade**, Associate Editor, *Huffington Post*

**Libby A. Nelson**, Higher Education Reporter, *VOX.com*

**David Pluviose**, Executive Editor, *Diverse: Issues in Higher Education*

Moderator: **Jessica Mackinnon**, Director of Public Information, Dominican University (IL)

12:15–1:45 p.m. • **Lunch**
*Empire Ballroom*

2:00–2:30 p.m.
**Public Policy and the Year Ahead**
*Palladian Ballroom*

**Tim McDonough**, Vice President of Communications and Marketing, American Council on Education

Moderator: **Cynthia Peters**, Director, News and Information, Pomona College

2:30–3:45 p.m.
**Winning Placements: Pitching Successfully to the Media**
*Palladian Ballroom*

**Michael Smart**, President, MichaelSmartPR

Moderator: **Kathyrnne Skonicki**, Director of Media Relations, Lewis University
3:45–4:15 p.m. • **Beverage Break**
*Birdcage Walk*

4:15–5:30 p.m.  
**The Business of Covering Higher Education**  
*Palladian Ballroom*

Business columnists and reporters are among the most prolific writers about higher education today. Learn what piques their interest and how to work with them on finance-related issues, from helping parents navigate tuition and financial aid to looking at national and global business trends.

**Lynn O’Shaughnessy**, Blogger, *College Solution*, and Contributor, CBS *MoneyWatch*

Moderator: **Tom Snee**, Communications and Media Relations Specialist, University of Iowa

5:45–6:45 p.m. • **Reception**
*Empire Patio*

6:45 p.m.  
**Dine-around Dinners**  
*Meet in the hotel lobby.*

Conference participants may sign up at the Conference Registration Desk for an informal dinner on Thursday evening at area restaurants. Conference staff will make the reservations and provide directions; participants pay for their own meals.
CONFERENCE • FRIDAY, JUNE 27

7:00 a.m.–Noon • Registration
Palladian Foyer

8:00–9:00 a.m.
Continental Breakfast/Roundtable Discussions
Empire Ballroom
(See list of Roundtable Discussion Topics and Facilitators in your conference packet.)

9:15–10:00 a.m.
MEET THE HIGHER EDUCATION PRESS:
CONCURRENT SESSIONS
(Choose one session from the following two options.)

Meet Inside Higher Ed
Palladian Ballroom

Scott Jaschik and Doug Lederman, Editors and Founders, Inside Higher Ed, will lead a team of reporters and editors.

(Check the Guidebook session description for additional Inside Higher Ed reporters and editorial associates.)

Moderator: Ben Marvin, Director of Media Relations, The College of Saint Rose
Conversing with the Chronicle
Diplomat Ballroom

Liz McMillen, Editor, Chronicle of Higher Education, will lead a team of reporters and editors who will engage in informal and in-depth discussions with participants in a roundtable format.

(Participants are encouraged to visit several roundtable discussions throughout the session. Check the Guidebook session description for additional Chronicle reporters and editorial associates.)

Moderator: Brian Eckert, Executive Director of Communications and Public Affairs, Washington and Lee University

10:00–10:15 a.m. • Beverage Break
Birdcage Walk

10:15–11:00 a.m.
Meet the Higher Education Press: Concurrent Sessions

(Repeat concurrent sessions listed above. Choose one of the two sessions.)
11:15 a.m.–12:30 p.m.
**On the Education Beat**
Palladian Ballroom

Two long-time education journalists with major media outlets will offer their take on the issues and topics of greatest interest on the education beat, tips on successful pitching, and advice on interacting effectively with the media.


**Claudio Sanchez**, Education Correspondent, National Public Radio

Moderator: **Vige Barrie**, Senior Director of Media Relations, Hamilton College

12:30 p.m. • **Adjourn**

**POST-CONFERENCE ACTIVITIES**
**FRIDAY, JUNE 27**

2:00–3:00 p.m.
**Tour of the Associated Press Newsroom**
*Meet in the hotel lobby at 1:30 p.m.*

Please note that advance registration is required. See instructions emailed to you prior to the conference.

**Self-Guided Tour of the Newseum**

Participants who pre-purchased tickets for the Newseum should pick them up at the Registration Desk on Friday morning. If you would like to take the tour but have not yet purchased a discount ticket, please do so by noon on Thursday. This is a self-guided tour, and the tickets are good for two days.