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How Colleges *22nd Annual
Conference*
**Can Obtain National
2008 and Regional
Publicity**

Preconference

“Communicating Faculty Comments and Ideas”

Hosted by:  UNIVERSITY OF
MARYLAND

AMERICAN ACADEMIC LEADERSHIP INSTITUTE



22nd Annual Conference and Preconference

“How Colleges Can Obtain National and Regional Publicity”



Join us June 16–18, 2008

Tremont Plaza Hotel, Baltimore, MD

Conference Hosts: University of Maryland and American Academic Leadership Institute



How Colleges ^{22nd Annual} Conference Can Obtain National 2008 and Regional Publicity

Dear Colleague:

Are you wondering how to publicize academic subjects in a year where topics such as politics, health, war, sex and money prevail? You will value the tips you will learn from this year's line-up of media professionals at our conference, "**How Colleges Can Obtain National and Regional Publicity.**" Please sign up to join us in Baltimore, June 17–18, 2008.

You will be able to hear from key higher education reporters, editors, producers and bookers from major media, including the *New York Times*, *Wall Street Journal*, *USA Today*, National Public Radio, NBC's "Today Weekend Edition," CBS's "The Early Show," *Newsweek*, *Washington Post*, C-SPAN, CNN, *Chronicle of Higher Education*, *InsideHigherEd.com*, *Diverse: Issues in Higher Education*, *U.S. News & World Report*, *Kiplinger's Personal Finance*, *Slate.com*, Bloomberg News Service, and "The Best of Our Knowledge."

Mark the dates of Tuesday and Wednesday, June 17–18, 2008. We are meeting at the Tremont Plaza Hotel in Baltimore's historic Mt. Vernon cultural district, just seven blocks from the Inner Harbor shopping and restaurants area. Our official hosts are the University of Maryland, College Park and the American Academic Leadership Institute. The conference is affiliated with the Public Relations Society of America's Counselors to Higher Education section.

You also will want to attend the preconference workshop, "**Communicating Faculty Comments and Ideas.**" This important session will be held on Monday afternoon, June 16, preceding the two-day conference. The preconference, co-sponsored by the Council of Independent Colleges, is a good opportunity to meet representatives of all colleges and universities, independent schools and others affiliated with educational institutions.

Special discounted prices are available for individuals attending both events or for two or more news officers who attend from the same institution. Registration is limited, so please hurry. First come, first served.

See you there!

Sincerely,

R. Keith Moore
Conference Director



AMERICAN ACADEMIC LEADERSHIP INSTITUTE

How Colleges 22nd Annual Conference Can Obtain National **2008** and Regional Publicity



AMERICAN ACADEMIC LEADERSHIP INSTITUTE

What to expect

This conference will help you to develop techniques that work, to prepare news materials that produce results, and to make contacts with some of our nation's top reporters, editors, freelance writers, producers, bookers, educational correspondents and campus news professionals. In addition, you will receive a valued literature/ideas exchange, a list of national media contacts and handouts of useful information.

Participants learn firsthand from key news organizations and their representatives how to accomplish the following:

- Approach key reporters who cover higher education for national and regional newspapers, web publications, news services and magazines
- Create and direct story ideas to editors and freelancers
- Propose radio and TV features
- Pitch article ideas via e-mail, mail, fax, phone and distribution services
- Use Internet on-line resources.

Those who should attend

The conference is designed primarily for communications officers, public and media relations directors, news bureau managers, writers, university relations vice presidents, assistant deans for external relations and interested administrators from independent schools, and from all colleges and universities.

Baltimore

Frommer's named Baltimore, a city rich with culture, beauty, history and fun, as one of the top 10 destinations for international travelers. It is also quaint, quirky, and unlike any other city. **Tremont Plaza Hotel and Tremont Grand**



Conference Center are located seven blocks from popular Inner Harbor. They sit in historic Mount Vernon cultural arts district with many shopping, entertainment, dining and cultural attractions close by. Originally built in 1866, the Tremont Grand is within walking distance of Baltimore's Inner Harbor, Port Discovery Kids Museum, Reginald E. Lewis Museum of Maryland African-American History, Maryland Science Center, Walters Art Gallery, National Aquarium, Little Italy restaurants, Orioles Park at Camden Yards and the Ravens Football Stadium. View www.baltimore.org for more details.

Hosts

The flagship campus of the state of Maryland, the **University of Maryland, College Park**, is one of the nation's premier public research universities. Founded in 1856, the University of Maryland is strategically located 9 miles from Washington and 30 miles from Baltimore. Seventy-nine programs rank in the top 25 nationally and 51 programs rank in the top 15. The University attracts more than \$350 million annually in sponsored research funds. This diverse community includes 25,000 undergraduates, 8,000 graduate students, and 11,000 faculty and staff. It is the only public university in America known to have a turtle, the terrapin, as its athletics teams' mascot. The University's brand marketing and communications efforts have been recognized as a benchmark for higher education. Maryland's "Fear the Turtle" campaign has been profiled in national periodicals and honored with scores of awards.

The **American Academic Leadership Institute (AALI)**, through a variety of venues and initiatives, provides leadership identification and development programs across all higher education sectors and institutions: public and private, two-year and four-year. AALI creates and implements programs and assistance for academic leaders in various administrative positions enabling them to be successful in their roles and to advance the institutions they serve. AALI consults with academic leaders and Boards of Trustees concerning traditional and emerging issues facing higher education and its governance. Headquartered in Washington, D.C., AALI and its predecessor organizations have participated in the advancement of higher education for over 30 years.

The **Council of Independent Colleges** is an association of 580 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.

Preconference

“Communicating Faculty Comments and Ideas”

Co-sponsored by the Council of Independent Colleges

MONDAY, JUNE 16, 2008

1:00 p.m.

“Opportunities for Faculty Experts and Features”



Sarah Hardesty Bray is a senior editor of the “Review” section of *The Chronicle of Higher Education*. She commissions and edits opinion articles on a wide range of issues concerning higher-education policy.



Glenn Busby is producer/co-host of “The Best of Our Knowledge,” a weekly half-hour magazine format education show produced at Albany, New York’s WAMC, one of the top 10 public radio stations in the country.



Martine Rodriguez is national editor for C-SPAN’s television network. She researches, assigns, coordinates and hires personnel for C-SPAN’s televised events around the country.

2:15 p.m. (Concurrent sessions)

“New Media Promotion: Facebook, YouTube and Blogs”



Andrew Careaga has represented Missouri University of Science and Technology (formerly University of Missouri-Rolla) for more than 17 years. As director of communications, he oversees a 14-member staff and contributes to a research blog, *Visions*.



Dan Forbush, executive director of communications at Skidmore College in Saratoga Springs, NY, is well known as the founder and former president of ProfNet. He has more than 30 years of experience in academic public relations.

“Maximizing Results with Faculty Media Pitches”



Dennis Brown, assistant vice president for news and information, has worked at University of Notre Dame since 1991. He is the university’s chief spokesman and directs a staff that produces more than 500 news releases annually.



Maralee B. Csellar is acting director of media relations at American University in Washington, one of the nation’s most competitive news markets. She came to AU in 1999 after spending four years at C-SPAN.

3:15 p.m.

Beverage break and roundtable idea exchanges (topics included below)

Crafting Media Pitches
Promoting Liberal Arts Experts
Designing a Faculty Media Plan
Pitching Ideas to National Media
News Bureaus and the Web
Managing News Online
Training Your Faculty to Interview
Tracking Your Media Coverage
Conducting a D.C. Media Trip

4:30 p.m.

“Media Editors Who Seek Faculty Ideas”



Jane Bennett Clark, senior associate editor with 20 years of experience at *Kiplinger’s Personal Finance*, writes feature stories that accompany the Kiplinger rankings for best values in public and private colleges and universities.



Josh Levin is an associate editor in *Slate’s* Washington office. He edits sports and technology sections. *Slate* aims for opinion leaders from across the nation. Over 5 million unique online visitors turn monthly to *Slate*.



Anne McGrath is assistant managing editor for *Health at U.S. News & World Report*. She has been there for more than two decades. She once was managing editor of “America’s Best Colleges” and “Best Graduate Schools.”

**Program is confirmed, but changes may be necessary at any time.*

“After five years of attending,
I still take away lots of useful tips,
ideas and information.”

Conference

“How Colleges Can Obtain National and Regional Publicity”

Hosted by University of Maryland, College Park and the American Academic Leadership Institute
in cooperation with the Counselors to Higher Education section of the Public Relations Society of America

TUESDAY, JUNE 17, 2008

7:30 a.m.

Continental breakfast

8:30 a.m. “Getting Coverage for Your Institution”



Charlie Melichar has served as vice president for public relations and communications at Colgate University since 2004. At Colgate, he directs a mix of media activities that includes strategic messaging and use of new media.



Millree Williams is a veteran communications and marketing strategist with more than 30 years of experience. As director of university communications at the University of Maryland, College Park, he heads an award-winning staff of seven.

10:30 a.m.

“Communicating Professors’ Research”



Hilary Hurd Anyaso is editor of *Diverse: Issues In Higher Education* (formerly *Black Issues In Higher Education*). There since 2000, she publishes news for a broad readership including African Americans, Asian Americans, Hispanics and American Indians.



Sharon Begley returned to *Newsweek* in 2007 from *Wall Street Journal*, where she wrote “Science Journal” for five years. She writes a bi-weekly column, and contributes stories and “Lab Notes” science blog to *Newsweek.com*.



Brenda Wilson is an award-winning correspondent and editor for National Public Radio. She began her NPR career in 1979 as associate producer for “Morning Edition” and now covers national and international public health.



12:00 p.m.

Lunch

2:00 p.m.

“Washington’s View of the Year Ahead”



Timothy J. McDonough is assistant vice president of public affairs at the American Council on Education (ACE), a Washington-based trade association representing more than 1,800 college and university presidents in the United States.

2:30 p.m.

“Virginia Tech: Beyond the Terror and the Tears”



Larry Hincker has been with Virginia Tech since 1988. He is associate vice president for University Relations. He directs all communications and marketing activities of the university and serves as its spokesperson.

*“I particularly enjoyed the camaraderie shared among attendees from other institutions.
I gathered nuggets from everyone I met.”*

4:00 p.m.

“The Campus as Seen By Television Producers”



Lisa Green is the senior planning producer for “Today, Weekend Edition.” She has served as senior producer, broadcast standards, for NBC News, and has contributed to its “Today,” “Dateline” and “Daily Nightly” blogs.



Marilyn Joseph is a senior editorial producer for CNN Dayside Programming, overseeing all guests for live weekday CNN interviews. Prior to this position, she served as a senior production associate for “The Oprah Winfrey Show.”

CBS

Jennifer Simpson, senior editorial producer of “The Early Show,” a popular morning news/features program, has worked at CBS off and on since 1995. One of the four Emmy nominations in her career was won in 1997 for “Farewell to a Princess.”

5:30 p.m.

“Fear the Turtle” Reception hosted by University of Maryland.



WEDNESDAY, JUNE 18, 2008

7:30 a.m.

Continental breakfast

Sponsored by the National Association of Independent Colleges and Universities (NAICU).

8:30 a.m.

“Communicating in a Crisis”

Speakers to be selected from the current news accounts at the time.

“The panelists were experts in the field and knew exactly what information to share. They were genuinely interested in assisting attendees.”

9:30 a.m.

“Working with Newspapers and Wire Services”



Dennis Kelly, senior assignment editor of the “Life” section of *USA Today*, oversees coverage of health, education, science, religion and behavior. He began at the paper in 1989 as an education reporter and editor.



Jay Mathews is education reporter and columnist who has spent 36 years at the *Washington Post*. He is author of “Harvard Schmarvard: Getting Beyond the Ivy League to the College that is Best for You.”



Joi Preciphs is a reporter in Washington for Bloomberg News Service, which has 125 bureaus worldwide. She has filed stories on health and education for Bloomberg.com since arriving in 2006 from the *Wall Street Journal*.

WEDNESDAY, JUNE 18, 2008 (CONT'D)

11:15 a.m.

“Attracting the National Media”



Ronald J. Alsop, a columnist and longtime news writer/editor at *Wall Street Journal*, is the author of “The Wall Street Journal Guide to the Top Business Schools.” He has edited the *Journal’s* annual ranking of M.B.A. programs.



Doug Lederman, editor, is one of the three founders of *InsideHigherEd.com*. He co-leads the editorial operations, overseeing news content, opinion pieces, resources, and interactive features. The online daily reaches 350,000 unique monthly visitors.



Kate Zernike, national correspondent for the *New York Times*, came to the *Times* as an education reporter in 2000. She shares with *Times* reporting mates a 2002 Pulitzer Prize for explanatory reporting after the Sept. 11 attacks.

**Program is confirmed, but changes may be necessary at any time.*

12:30 p.m.

Adjourn



ADDITIONAL INFORMATION



Conference Registration and Refunds

Please return the attached registration form with payment (credit cards not accepted) or authorization to bill your organization as soon as possible. Your registration will be confirmed. Cancellations before May 1, if necessary, will result in refunds, minus a \$75 administrative fee. After **May 1**, there will be no refunds; however, substitutes will be accepted at any time at no charge.

Hotel Information and Reservations

The hotel is located 10 miles and a 25-minute cab ride from Baltimore-Washington International Airport. It is 5 minutes by cab from the Amtrak Train Station. All rooms are suites featuring one or two large beds, full bathroom, kitchenette and seating area with high speed Internet access from all rooms. Suites (singles or doubles) are \$149 per night, plus 12.5% tax until the block is full or until **May 17, 2008**. This group rate is available two days prior to and following the conference, based on hotel availability. Reservations received after May 17, 2008 will be accepted on a space available basis and subject to available rates.

Participants are required to make their own reservations. Mention the college national publicity conference or Keith Moore Associates to receive the group rate. Telephone the Tremont Plaza Hotel (222 Saint Paul Street, Baltimore, MD 21202) at 410-727-2222 or 800-873-6668 Monday through Friday, 8 a.m. to 5 p.m. (EST).

“I feel refocused and re-energized! Ready to tackle PR in higher ed in a more proactive way.”