

JUNE 22-24, 2009 • BALTIMORE, MD

College Media  
CONFERENCE

2009

23<sup>rd</sup> ANNUAL CONFERENCE AND PRECONFERENCE

# How Colleges Can Obtain National and Regional Publicity

## Conference Welcome

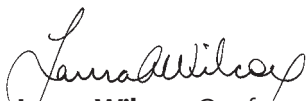
Dear Colleague:

We are delighted to welcome you to the 23<sup>rd</sup> annual College Media Conference, "How Colleges Can Obtain National and Regional Publicity." As you know, the conference this year is cohosted by the Council of Independent Colleges (CIC) and the American Association of State Colleges and Universities (AASCU) and sponsored by the University of Maryland.

We want to thank Keith Moore, the principal organizer of the meeting for the past 15 years, for his dedication to helping campus communications and public relations officers develop strategies to publicize their institutions. His generosity in helping to plan this year's conference ensures continuity of the high quality you have come to expect of this three-day event. We also thank the other sponsors for their support of the conference: readMedia, Eurekalert!, and Allegheny College.

We hope that you will come away from this meeting with tools, techniques, and perhaps most importantly, media contacts as well as a network of colleagues that will help you make the case for your college or university. In addition to a wide variety of sessions featuring 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

## Conference Hosts



THE COUNCIL OF  
INDEPENDENT COLLEGES

The **Council of Independent Colleges** is an association of approximately 600 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 commitments to access, affordability, and educational opportunity. Enrolling more than 3 million students, these institutions fulfill the expectations of a public university by working for the public good through education, stewardship, and engagement.

## Premier Sponsor



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MARYLAND

**University of Maryland.** 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 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.

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PRECONFERENCE • MONDAY, JUNE 22, 2009

## Promoting Faculty Achievements and Ideas

11:00 a.m.–5:30 p.m.

### Registration

Corinthian Lobby, 2<sup>nd</sup> Floor

12:30 p.m.

### Welcoming Remarks

Corinthian Room

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

**Lisa Marsh Ryerson**, President, Wells College and Chair, Public Information Committee, Board of Directors, Council of Independent Colleges

12:30–1:45 p.m.

### Satisfying the Editor's Demands

Corinthian Room

**Toni Coleman**, Editor, *Diverse: Issues in Higher Education*

**Jane Karr**, Editor, "Education Life," *The New York Times*

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

Moderator: **Susan Chilcott**, Vice President for Communications, AASCU

2:00–3:15 p.m.

### CONCURRENT SESSIONS

#### Publicizing Science and Research Experts

Tuscan Room, 3<sup>rd</sup> Floor

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

**Michael Griffin**, Director of News and Digital Content Services, Clarkson University

Moderator: **Barb Steadman**, Director of Public Affairs, Allegheny College

2:00–3:15 p.m.

### CONCURRENT SESSIONS (cont'd)

#### Creating Publicity for Faculty Members

Ionic Room, 3<sup>rd</sup> Floor

**Cheryl Bates-Lee**, Director of Public Relations, Tennessee State University

**Theresa G. Wiseman**, Director of Media Relations, College of Notre Dame of Maryland

Moderator: **Ben Marvin**, Associate Director of Media Relations, The College of St. Rose

3:15–4:45 p.m.

#### Roundtable Discussions and Beverage Break

Colonnade, 3<sup>rd</sup> Floor

Following a brief break for beverages on the third floor, participants will go to either the Tuscan or the Ionic Room for the Roundtable Discussions. These Roundtables are idea exchanges (not tutorials) in which colleagues share insights and information. The facilitator is there to start the conversation and keep the ideas flowing.

Please refer to the Roundtable Discussion sheet in your conference packet for your assigned table, room, and facilitator.

If you did not sign up in advance for a specific Roundtable, please sign up at the Registration Desk. At approximately 4:15 p.m., participants will be given an opportunity to stay at their current table or to switch to another table. The discussion topics include:

- Advancing the President
- Training Small College Faculty "Stars"
- Enlisting Media Experts at a Large Institution
- Designing a Media Plan
- The Web and the News Bureau

- Most Significant Blogs, Websites, and Social Networking Tools
- Working with PR and Media Consultants
- Writing and Placing Op-eds
- Communicating in a Crisis
- Evaluating the Institution's PR Impact
- Conducting a Washington Media Tour

5:00–6:15 p.m.

#### New Media and Fresh Ideas for Promoting Faculty Members

Corinthian Room

**David Beard**, Editor, *Boston.com* for the *Boston Globe*

**Eric J. Kuhn**, Host and Producer, "Kuhn and Company" radio show and *Huffington Post* blogger

**Janet Raloff**, Senior Editor and Policy Writer, *Science News*

Moderator: **Vige Barry**, Director of Media Relations, Hamilton College

6:15 p.m.

#### Cocktail Reception

*Tugs Pub and Grille, Tremont Plaza Hotel*

Cash bar



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# How Colleges Can Obtain National and Regional Publicity

## TUESDAY, JUNE 23

7:00 a.m.–5:00 p.m.

### Registration

Corinthian Lobby, 2<sup>nd</sup> Floor

7:30–8:30 a.m.

### Continental Breakfast

Marble Room, 1<sup>st</sup> Floor

8:30 a.m.

### Welcoming Remarks

Corinthian Room, 2<sup>nd</sup> Floor

**Richard Ekman**, President, Council of Independent Colleges

**Millree Williams**, Executive Director, Public Affairs Strategy, Office of University Communications, University of Maryland

8:30–10:00 a.m.

### Getting Coverage for the Institution

Corinthian Room

**John Finn**, Director of Public Information, The College of Wooster

**Tysen Kendig**, Associate Vice Chancellor for University Relations, University of Arkansas

Moderator: **Millree Williams**, Executive Director, Public Affairs Strategy, Office of University Communications, University of Maryland

10:00–10:30 a.m.

### Beverage Break

Marble Room

10:30 a.m.–Noon

### Understanding National Education Reporters

Corinthian Room

**Kim Clark**, Senior Education Writer, U.S. News & World Report

**Debra Rosenberg**, Assistant Managing Editor, Newsweek

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

Moderator: **Tom Evelyn**, Director of Media Relations, Bucknell University

Noon–1:15 p.m.

### Lunch

Marble Room

1:30–2:30 p.m.

### Crystal Ball Gazing: Future of the News Media

Corinthian Room

**Charles M. Madigan**, Presidential Writer in Residence, Roosevelt University, and author of *-30-: Collapse of the Great American Newspaper*

**Lee Thornton**, Richard Eaton Professor in Broadcast Journalism, Philip Merrill College of Journalism, University of Maryland

Moderator: **Frank Dobisky**, President, Dobisky Associates

2:30–3:30 p.m.

### Public Policy and the Year Ahead

Corinthian Room

**Scott Jaschik**, Editor and Founder, *Inside Higher Ed*

**Timothy McDonough**, Assistant Vice President for Public Affairs, American Council on Education

Moderator: **Tomika DePriest**, Executive Director, Communications, Spelman College

3:30–4:00 p.m.

### Beverage Break

Marble Room

4:00–5:30 p.m.

### Approaching Network TV Shows

Corinthian Room

**Cory Charles**, Senior Editorial Director and Executive Producer, CNN International Guest Planning

**Callie Crossley**, Broadcast Journalist, CNN, *NewsHour with Jim Lehrer* on PBS, C-SPAN, *Beat the Press* on WGBH-TV

**Dee Dee Thomas**, Supervising Producer, NBC's "Today Show"

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

5:30 p.m.

### Reception

Oriental Room, 4<sup>th</sup> Floor

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## How Colleges Can Obtain National and Regional Publicity

### WEDNESDAY, JUNE 24

7:00 a.m.

#### Registration

Corinthian Lobby

7:30–8:30 a.m.

#### Continental Breakfast

Marble Room

8:45–9:30 a.m.

#### PIOnet Review: What's on Media Officers' Minds?

Corinthian Room

Moderator: **Brian Eckert**, Director of Media  
and Public Relations, University of Richmond

9:30–10:45 a.m.

#### Communicating Effectively During the Economic Crisis

Corinthian Room

**Megan Culhane Galbraith**, Director of  
Communications, State University of New  
York System

**Sanford J. Ungar**, President, Goucher  
College

Moderator: **R. Keith Moore**, Principal, Keith  
Moore Associates

10:45–11:15 a.m.

#### Beverage Break

Marble Room

11:15 a.m.–12:30 p.m.

#### Understanding Daily Newspapers

Corinthian Room

**Elizabeth Bernstein**, Reporter, *Wall Street  
Journal*

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

**Kevin Merida**, National Editor, *Washington  
Post*

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

12:30 p.m.

#### Adjourn



### Conference Sponsors

## readMedia

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experience, readMedia—The Silver  
Bullet for Hometown News—specializes  
in regional, local, and hyperlocal press  
release distribution for issuers who require  
geographically specific distribution.



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MEADVILLE, PENNSYLVANIA

**Allegheny College** is located in Meadville,  
Pennsylvania, and is a national liberal arts  
college where 2,100 students with unusual  
combinations of interests, skills, and talents  
excel. The 32<sup>nd</sup> oldest college in the nation,  
Allegheny will celebrate its 200<sup>th</sup> anniversary  
in 2015.

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