

JUNE 23–25, 2010 • BALTIMORE, MD

College Media
CONFERENCE

2010

24th ANNUAL CONFERENCE AND PRECONFERENCE

How to Negotiate the Changing Media Landscape

Conference Welcome

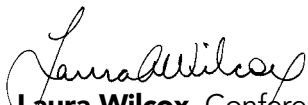
Dear Colleague:

We are delighted to welcome you to the 24th annual College Media Conference, "How to Negotiate the Changing Media Landscape," cohosted by the Council of Independent Colleges (CIC) and the American Association of State Colleges and Universities (AASCU).

We want to thank the following sponsors for their support of the conference: readMedia, Eurekalet!, Cision, YOUiversityTV, NewsWise, and Allegheny College.

We hope that you will come away from this meeting with a better sense of how to navigate the rapidly shifting world of media and journalism in order to obtain publicity for your campus, make valuable contacts with higher education journalists, and make sense of the proliferating forms of new social media to help you make the case for your college or university. In addition to a wide variety of sessions 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

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.

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PRECONFERENCE • WEDNESDAY, JUNE 23, 2010

Using Social Media, Blogs and Webzines to Publicize Your Experts

11:00 a.m.–5:30 p.m.

Registration

Roman Strada, 2nd Floor

12:30 p.m.

Welcoming Remarks

Corinthian Room, 2nd Floor

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

Richard Ekman, President, CIC

12:30–1:45 p.m.

Rewriting Principles of Working with the Media

Corinthian Room, 2nd Floor

Dan Gillmor, Director, Knight Center for Digital Media Entrepreneurship, Cronkite School of Journalism, Arizona State University

Jay Mathews, Education Blogger/Reporter, "Class Struggle," *Washington Post*

Jim Warren, President and Publisher of *The Chicago Reader* and Chicago News Cooperative Columnist for *New York Times*

Moderator: **Karla Wludyga**, Director of Public Relations, Gannon University (PA)

2:00–3:15 p.m.

CONCURRENT SESSIONS

Effective Methods for Maximizing Social Media and Community Reporting

Doric Room, 4th Floor

Kathrynne Skonicki, Director of Media Relations, Lewis University (IL)

Timmian Massie, Chief Public Affairs Officer, Marist College (NY)

Moderator: **Robin Dutcher**, Media Relations Coordinator and College Spokesperson, Keene State College (NH)

Applying Social Media Efforts to Your National Media Program

Oriental Room, 4th Floor

Kristine Maloney, Director of National Communications and Media Relations, College of the Holy Cross (MA)

Annemarie Mountz, Assistant Director of Public Information, Pennsylvania State University

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

3:15 p.m.

Beverage Break

Chapter Room, 4th Floor

3:15–4:30 p.m.

Roundtable Discussions

Doric and Oriental Rooms, 4th Floor

Please refer to the Roundtable Discussions 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 4:00 p.m., participants may stay at their current tables or switch to another table.

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. The discussion topics include:

- Using Social Media for Publicity
- Training College Faculty "Stars"
- Higher Ed Blogs, Bloggers, and Websites You Should Know and How to Get Their Attention
- Using Social Media to Communicate in a Crisis
- Advancing Your Champions: Trustees and the President
- Designing a Comprehensive Media Plan
- Writing and Placing Op-Eds

4:45–5:45 p.m.

Serving Webzines and Blogs

Corinthian Room, 2nd Floor

Chad Lorenz, Home Page Editor, *Slate.com*

Betsy Mason, Science Editor, *Wired.com*

Robert Morse, Director of Data Research and Blogger of "Morse Code: Inside the College Rankings," *U.S. News & World Report*

Moderator: **Jackie Spinner**, Director of Media Relations, The American University of Iraq

6:00 p.m.

Cocktail Reception

Tugs Pub and Grille, Tremont Plaza Hotel

Cash bar



CONFERENCE • JUNE 24–25, 2010

How to Negotiate the Changing Media Landscape



THURSDAY, JUNE 24

7:00 a.m.–5:00 p.m.

Registration

Roman Strada, 2nd Floor

7:30–8:30 a.m.

Continental Breakfast

Marble Room, 1st Floor

8:30 a.m.

Welcoming Remarks

Corinthian Room, 2nd Floor

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

8:30–10:00 a.m.

Getting Coverage for Your Institution

Corinthian Room, 2nd Floor

Sarah Ray, Director of Public Affairs, Middlebury College (VT)

Tracy Syler-Jones, Vice Chancellor for Marketing and Communications, Texas Christian University

Moderator: **Jeff Wakefield**, Associate Director, University Communications, University of Vermont

10:00 a.m.

Beverage Break

Roman Strada, 2nd Floor

10:30–11:45 a.m.

Communicating with National Media

Corinthian Room, 2nd Floor

Steve Drummond, National News Editor, *All Things Considered*, National Public Radio

Tamar Lewin, Higher Education Reporter, *New York Times*

Christian Stone, Assistant Managing Editor, *Sports Illustrated*

Moderator: **Caroline Hanna**, Director of Media Relations, Amherst College (MA)

11:45 a.m.–1:15 p.m.

Lunch

Marble Room, 1st Floor

1:15–1:30 p.m.

Questions Answered: Media Attitudes towards Hometown News

Corinthian Room, 2nd Floor

Colin Mathews, President and CEO, readMedia

Moderator: **Melissa Collins Di Leonardo**, Director of Public Relations, Association of Jesuit Colleges and Universities

1:30–2:00 p.m.

Public Policy and the Year Ahead

Corinthian Room, 2nd Floor

Timothy McDonough, Assistant Vice President, American Council on Education

Moderator: **Melissa Collins Di Leonardo**, Director of Public Relations, Association of Jesuit Colleges and Universities

2:00–3:15 p.m.

Working with the Local Media

Corinthian Room, 2nd Floor

David Collins, Reporter, WBAL-TV, Baltimore

Amy Kovac-Ashley, Regional Editor, Maryland Patch

Dave Marcus, Higher Education Reporter, *Newsday*

Moderator: **Courtney Jolley**, Director of Public Relations, Loyola University Maryland

3:15–3:45 p.m.

Beverage Break

Roman Strada, 2nd Floor

3:45–5:00 p.m.

Reaching the Television Networks

Corinthian Room, 2nd Floor

Maria M. Ebrahimji, Director/Executive Editorial Producer, CNN Network Booking

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

Cat McGrath, Producer, *Learning Matters*

Moderator: **Frenche Brewer**, Broadcast Coordinator, University of South Carolina

5:00 p.m.

Reception

Oriental Room, 4th Floor

Evening Free

6:30 p.m.

Orioles Game at Camden Yards

For those attending the Orioles game, be sure to pick up your tickets at the Registration Desk in the Roman Strada before 5:00 p.m. The game begins at 7:00 p.m. and the walk to Camden Yards from the Tremont Grand should take about 20 minutes or a five-minute cab ride.

FRIDAY, JUNE 25

7:00 a.m.

Registration

Roman Strada, 2nd Floor

7:30–8:30 a.m.

Continental Breakfast

Marble Room, 1st Floor

8:30–9:30 a.m.

PIONet Review: What's on the Minds of Campus Media Officers?

Corinthian Room, 2nd Floor

Facilitators: **Brian Eckert**, Director of Public Relations, University of Richmond (VA), and **Megan Galbraith**, Director of Communications, State University of New York

9:30–10:15 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 press of the other higher ed publication.

9:30–10:15 a.m.

MEET THE (HIGHER ED) PRESS CONCURRENT SESSIONS (cont'd)

Inside Higher Ed

Oriental Room, 4th Floor

Scott Jaschik, Editor; **Jennifer Epstein**, Reporter; and **Wick Sloane**, Blogger/Columnist

Moderator: **Tim Jordan**, Director of Public Relations, Berea College (KY)

The Chronicle of Higher Education

Doric Room, 4th Floor

Jeff Selingo, Editor; **Goldie Blumenstyk**, Senior Writer; **Scott Carlson**, Senior Reporter; **Kelly Field**, Chief Washington Reporter; **Karin Fischer**, Senior Reporter; **Josh Fischman**, Senior Editor; **David Glenn**, Senior Reporter; **Eric Hoover**, Senior Writer; **Audrey Williams June**, Staff Reporter; **Jenny Ruark**, Deputy Managing Editor; and **Jeff Young**, Senior Writer

Moderator: **Elizabeth Andrews**, Director of Public Relations, College of the Ozarks (MO)

10:15–10:30 a.m.

Beverage Break

Doric and Oriental Rooms, 4th Floor

10:30–11:15 a.m.

MEET THE (HIGHER ED) PRESS CONCURRENT SESSIONS

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

11:30 a.m.–1:00 p.m.

Attracting Today's Media

Corinthian Room, 2nd Floor

Christie Garton, Curator/Blogger, *USA Today.com*, "Kindness Community"

Bret Stephens, Columnist, "Global View," *Wall Street Journal*

Karen Trosset, Producer, NBC's *Today Show*

Moderator: **Robbin Taylor**, Vice President for Public Relations, Western Kentucky University

1:00 p.m.

Adjourn

Conference Sponsors



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 32nd oldest college in the nation, Allegheny will celebrate its 200th anniversary in 2015.



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