



North Carolina College Media Association

Conference for College Media Students and Advisers

April 5, 2008 from 9 a.m. until 3 p.m.

School of Journalism and Mass Communication, UNC-Chapel Hill

- 9 a.m. **Covering the Fall 2008 Elections: The Planning Process**
Moderator: Andy Bechtel, UNC-Chapel Hill assistant professor and former national editor of The (Raleigh) News & Observer
Panelists: Rob Christensen, author The Paradox of Tarheel Politics: The Personalities, Elections and Events That Shaped Modern North Carolina
Laura Leslie, capitol bureau chief for North Carolina Public Radio — WUNC
Susan Austin, co-editor of Managing Local Government Services, UNC School of Government
Carroll 143
- 10 a.m. **What the Sunshine Center Can Do For You**
William Harrison, Elon University assistant director of Sunshine Center
Carroll 142
- Understanding Polls Polling**
Hunter Bacot, Elon University associate professor of political science
Carroll 143
- 11 a.m. **Voice and Diction Lessons: Taking You from Print to On-air**
David Cupp, UNC-Chapel Hill assistant professor and former news director for WVIR-TV in Charlottesville, Va.
Carroll 143
- Holding Photographers Accountable**
Bradley Wilson, N.C. State University coordinator for Student Media Advising
Carroll 142
- Noon Lunch in Freedom Forum Conference Center
Carroll 305
- 1 p.m. **Informing Design Through Trends**
Wayne Maikranz, UNC Charlotte director of Student Media
Carroll 142
- Technology Troubleshooting**
Panelists: Stacy Wynn, editorial production manager of The Daily Tar Heel
Nicole Norfleet, online editor of The Daily Tar Heel
Fred Eaker, Student Media systems administrator, N.C. State University
Carroll 143
- 2 p.m. **Covering the Community Beyond Your Campus**
Jock Lauterer, UNC-Chapel Hill director of Carolina Community Media Project
Carroll 143
- Adviser Resources and Networking**
Kevin Schwartz, UNC-Chapel Hill Daily Tar Heel general manager
Carroll 142

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