



# North Carolina College Media Association

## Conference for College Media Students and Advisers

February 19, 2011 from 10 a.m. until 4 p.m.

Plemmons Student Center, Appalachian State University

- 9 a.m. Coffee and pastries, Student Publications Suite  
(Optional) Introduction to Appalachian State Student Publications  
Sign up for free, onsite publication and/or website critiques  
*Student Publications Suite*
- 9:30 a.m. Registration — Plemmons Lobby, Grandfather Mountain Ballroom
- 10 a.m. **Opening Panel — Grandfather Mountain Ballroom, 137B**  
**Covering the Arts: Theater, Dance, Visual Arts, Music**  
Panelists: Emily Daughtridge, Derek Gagnier, Eric Koontz, Jim Toub  
Moderator: Megan Stage, Turchin Center for Visual Arts
- 11 a.m. **Multimedia Content Development: Planning, Gathering, Executing**  
Larry Taylor, Appalachian State *Plemmons 137A*  
**Writing the Arts**  
Ken Keuffel, Winston-Salem Journal *Plemmons 137C*  
**Onsite Publication Critique and/or Website Critique**  
Erica Perel, UNC-Chapel Hill *Student Publications Suite*
- Noon Lunch/Statewide Media Contest Results/Business Meeting  
*Plemmons 201A*
- 1 p.m. **Technologies and Opportunities in Radio**  
Dan “Vallie” Hill, Appalachian State *Plemmons 137A*  
**Onsite Publication Critique and/or Website Critique**  
Erica Perel, UNC-Chapel Hill *Student Publications Suite*  
**Literary/Arts/Magazines/Journals: Establishing a Presence on Campus**  
David Freeman, Appalachian State *Plemmons 137B*  
**Saving the College Yearbook: Survival Techniques**  
Bradley Wilson, N.C. State *Plemmons 201B*
- 2 p.m. **Media Law Update: FERPA**  
Paul Gates, Appalachian State *Plemmons 137B*  
**Photography: Keep it Simple**  
Jeff Willhelm, The Charlotte Observer *Plemmons 137C*  
**Advisers’ Roundtable: Encouraging and Advising Online Media**  
Colin Donohue, Elon *Plemmons 201A*
- 3 p.m. **Typography Session**  
John Craft, Appalachian State *Plemmons 137C*  
**Layout and Design: Redesigning Your Effort**  
Larry Taylor, Appalachian State *Plemmons 137A*  
**Making Entertainment Reporting Entertaining**  
Jake Seaton, NBC-17 *Plemmons 201B*
- 4 p.m. **Resume Critique Session**  
BONUS Representative of Career Center, Appalachian State *Plemmons 201B*  
SESSIONS **Evaluating Campus Media: What Judges Saw in Statewide Contest**  
Colin Donohue, Sara Oswald, Bradley Wilson *Plemmons 201A*  
**It Could Happen to You: Protecting the First Amendment at Your School**  
Western Carolina editors *Plemmons 137B*  
*Contest entries will be on display in Plemmons 201A at 4 p.m.*

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