



North Carolina College Media Association

Conference for College Media Students and Advisers

February 18, 2012 from 10 a.m. until 4 p.m.

Thompson Student Center, Winston-Salem State University

- 9 a.m. Coffee and pastries, Thompson Center Lobby
(Optional) Introduction to Winston-Salem State University Student Media
News Argus Office, Carolina Hall
- 9:30 a.m. **Registration — Lobby, Thompson Center**
- 10 a.m. **Opening Panel — Thompson Center Ballroom, 207A/B
Covering the Elections**
Panelists: Jim Morrill, The Charlotte Observer, Carol Hanner,
Winston-Salem Journal and Torre Jessup, Charlotte in 2012 Host Committee
Moderator: Phillip Jeter, Winston-Salem State
- 11 a.m. **Student Press Law Update: Fighting the Power**
Phillip Jeter, Winston-Salem State *Thompson 207C*
ENG: Tips and Tricks for a Better News Package
Cole Russing, Winston-Salem State *Thompson 304 A/B*
Publication Critiques and/or Website Critiques (for those preregistered)
Kevin Schwartz, UNC-Chapel Hill; Colin Donohue, Elon *News Argus Office*
- Noon **Lunch and Statewide Contest Results — Thompson Center Ballroom, 207A/B**
Keynote Address
Roxanne Jones
- 2 p.m. **Literary/Arts/Magazines/Journals: Evaluating Art Submissions**
Alison Fleming, Winston-Salem State *Diggs Gallery*
Rethinking Radio: This is not Your Father's FM Station
Elvin Jenkins, Winston-Salem State *Thompson 207A/B*
Photography: Seven Habits of Highly Effective Photographers
Michael R. Smith, Campbell *Thompson 207C*
Publication Critiques and/or Website Critiques (for those preregistered)
Bradley Wilson, Journalism Education Association *News Argus Office*
- 3 p.m. **Social Media Climbers: Best Practices in the Newsroom and Beyond**
Dioni Wise, News & Record *Thompson 207C*
Yearbook and Magazine Design: The Future of Print Design
Bradley Wilson, Journalism Education Association *Thompson 207A/B*
**Effective Online Presentation: Essential Performance Techniques
for Reporting the Elections**
Brian Blount, Winston-Salem State *Thompson 304A/B*
Advisers' Roundtable
Colin Donohue, Elon *Thompson 308*
- 4 p.m. **Resume Critique Session**
BONUS Winston-Salem State University Career Services *Thompson 304A/B*
SESSIONS **Evaluating Campus Media: What Judges Saw in Statewide Contest**
Sara Oswald, UNC-Pembroke; Colin Donohue, Elon *Thompson 207A/B*
Contest entries will be on display in Thompson 207A/B at 4 p.m.

School of Journalism and
Mass Communication
University of North Carolina
at Chapel Hill
284 Carroll Hall, CB#3365
Chapel Hill, NC 27599-3365