



North Carolina College Media Association

Conference for College Media Students and Advisers

February 21, 2009 from 9 a.m. until 3 p.m.

Riddick Hall, N.C. State University

- 8:30 a.m. Registration and Coffee — Riddick Hearth Room
- 9 a.m. **Opening Panel**
Today's Job Market: How to Translate Student Media Skills
and Expertise into a Career
Panelists:
Jay Eubank, Joe Schwartz, Chuck Small and Phil Zachary
Riddick 321
- 10 a.m. **How and Why Magazines Are Different**
Dick J. Reavis, N.C. State
Riddick 314
- How to Use Business Reporting to Get a Job**
Chris Roush, UNC-Chapel Hill
Riddick 315
- Multimedia Journalism and Interactive Graphics**
R. Scott Horner, Swarm Interactive, Inc.
Riddick 301
- 11 a.m. **Good Interviewing Makes for Good Stories**
Robert Kochersberger, N.C. State
Riddick 319
- The State of the Economy**
Michael Walden, N.C. State
Riddick 325
- Noon Lunch — Riddick Hearth Room
- 1 p.m. **Incorporating Video in your Web site**
Scott Sharpe, The News & Observer
Riddick 315
- For Advisers: Economic Challenges Facing Student Media**
Kevin Schwartz, UNC-Chapel Hill
David Freeman, Appalachian State University
Riddick 317
- 2 p.m. **Your Courtside Pass: Mastering the Art of Play by Play**
Jed Williams, Curtis Media and ACC Sports Journal
Riddick 319
- Stimulating the Senses with Soundslides**
Bradley Wilson, N.C. State
Riddick 314
- 3 p.m. **Resume Critique Session**
Riddick 321

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