



North Carolina College Media Association

Conference for College Media Students and Advisers

February 20, 2010 from 10 a.m. until 4 p.m.

McEwen Communications Building, Elon University

- 9:30 a.m. Registration and Coffee — McEwen Lobby
- 10 a.m. **Opening Panel**
The Business Side of Media: What You Need to Know
as you Seek Internships and Enter the Job Market
Panelists: Erich Burger, John Conway and Jonathan Cox *McEwen 011*
Moderator: Jed Williams
- 11 a.m. **Social Media in Action and in Our Newsrooms**
Shannan Bowen, Wilmington StarNews
Andrew Dunn, The Daily Tar Heel *McEwen 011*
**Policing the Campus Police: What FERPA and State Law Really Say
About Your Right to Know**
Dale Harrison, Sunshine Center *McEwen 108*
- Noon Lunch/Statewide Media Contest Results/Business Meeting
McEwen Studio B
- 1 p.m. **Flair and Structure: Designing Feature Pages and Magazine Spreads**
Harlen Makemson, Elon *McEwen 110*
You'll Flip for Web 2.0: Multimedia J Meets Social Media
Janna Anderson, Elon
Ashley Barnas and Alex Trice, The Pendulum *McEwen 108*
Advisers' Roundtable: Recruiting Freshmen and Advising Seniors
Colin Donohue, J. McMerty, Erica Perel, Bradley Wilson *McEwen 213*
- 2 p.m. **Missing the Bushes and Hitting the Porch:
Reporting Poll Results Accurately**
Hunter Bacot, Elon Poll *McEwen 110*
Action. Reaction. Interaction: Photography Should Evoke Emotion
Randy Piland, Elon *McEwen 011*
- 3 p.m. **How to Spice Up Video Interviews**
J. McMerty, Elon *McEwen Studio B*
Interactive Storytelling: Going Beyond Multimedia
Ken Calhoun, Elon *McEwen 108*
Interactive Newsroom: Changing Faster than Your Facebook Status
Alex Kreitman, Burlington Times-News *McEwen 011*
Literary/Arts/Magazines/Journals: Choosing Work that Fits Your Publication
Joellen Craft and Glenn Lester, UNCG MFA Program *McEwen 208*
- 4 p.m. **Resume Critique Session**
BONUS Rene Jackson, Nagatha Tonkins, Ross Wade, Jay Eubank *McEwen 213*
SESSIONS **Evaluating Campus Media: What Judges Saw in Statewide Contest**
Colin Donohue and Bradley Wilson *McEwen 011*

Contest entries will be on display in McEwen 207 after lunch.

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