



North Carolina College Media Association

Conference for College Media Students and Advisers

February 16, 2013 from 10 a.m. until 4 p.m., N.C. A&T State University

- 9 a.m. Coffee and pastries/Introduction to A&T's student media
- 9:30 a.m. **Registration — Memorial Student Union, Stallings Ballroom**
- 10 a.m. **Opening Panel — Memorial Student Union, Stallings Ballroom**
Science and Writing
 Panelists: Dr. Randall Hayes, NC A&T, Biology Department
 Prof. Chad Rohrbacher, NC A&T, Department of English
 Moderator: Dr. David Kroll, N.C. Museum of Natural Sciences
- 11 a.m. **Covering Your Campus**
 Dexter Mullins, Wall Street Journal *Crosby 215*
Literary/Poetry/Publishing: Submissions that Sing
 Valerie Nieman, NC A&T Department of English *Crosby 210*
Get ready for an upgrade: Electronic portfolios
 Melody Andrews, NCA&T University Writing Center *GCB 309A*
Publication Critiques and/or Website Critiques (for those preregistered)
 Erica Perel, UNC-Chapel Hill *Register Office*
General Classroom Building 328
- Noon **Lunch and Statewide Contest Results — Memorial Student Union, Stallings Ballroom**
- Keynote Address: Alzheimer's in the Media**
 Dr. Goldie Byrd, Dean, NC A&T College of Arts & Sciences
 Introduction: Gail Wiggins, interim chairwoman, N.C. A&T JOMC
- 2 p.m. **Social Media and Breaking News**
 Dr. Kim Smith, NC A&T
 and Kymberli Hagelberg, News & Record *Crosby 101*
Seven Habits of Highly Effective Photographers in the Digital Age
 Michael Ray Smith, Campbell University *Crosby 215*
Covering the Crime Beat
 Susan Danielson, Greensboro Police Department *Crosby Hall 210*
Publication Critiques and/or Website Critiques (for those preregistered)
 Erica Perel, UNC-Chapel Hill *Register Office*
- 3 p.m. **Magazine Design Trends**
 Terence Oliver, UNC-Chapel Hill *Crosby 101*
Investigative Reporting: Covering Campus Paper Trails
 Tyler Dukes, managing editor, Reporters' Lab *Crosby 210*
Finding Your Features Niche
 Bonnie Newman Davis, NC A&T; Tina Firesheets, former
 News & Record features reporter *Crosby 215*
Advisers' Roundtable *Stallings Ballroom*
- 4 p.m. **Resume Critique Session**
 NC A&T Career Services *Crosby 217*
Evaluating Campus Media: What Judges Saw in Statewide Contests
 Sara Oswald, UNC-Pembroke; Tyler Dukes, Duke *Stallings Ballroom*
Contest entries will be on display in Stallings Ballroom at 4 p.m.

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