



North Carolina College Media Association

North Carolina College Media Association Conference

School of Communications, Elon University

Feb. 25, 2017

9 a.m.

Registration, tour, breakfast – Snow Family Grand Atrium

10 a.m.

Welcome from **Brooke Barnett** (associate provost and professor of Communications, Elon University), **Monica Hill** (director, North Carolina Scholastic Media Association) and **Tarah Holland** (assistant director of graduate admissions, Elon University) – Turner Theatre

10:10 a.m.

How the Media Can Cover President Trump in His First 100 Days – Turner Theatre

Moderator: **Kenn Gaither** (associate dean, Elon University School of Communications)

Panelists: **John Robinson** (lecturer, University of North Carolina School of Media and Journalism and former managing editor of the Greensboro News & Record)

Jason Husser (assistant professor of Political Science and director of the Elon University Poll, Elon University)

Mark Dalhouse (director of Study USA and assistant professor, Elon University)

Cami Marshall Anthony (executive producer at WFMY)

Featured Respondent: **Al Drago** (photojournalist at The New York Times)

11 a.m.

Successful Coverage of College Athletics – Schar 207

Andi Petrini (features and digital content editor at the Daily Press in Newport News, Va.)

Bob Sutton (sports editor at the Burlington Times-News in Burlington, N.C.)

Tommy Hamzik (senior journalism major and executive director of Elon News Network, Elon University)

Creativity vs. Logic in Graphic Design – Schar 205

Ben Hannam (associate professor, Elon University School of Communications)

Art of the Visual Interview – Jane and Brian Williams Studio, McEwen 117

Max Negin (assistant professor, Elon University School of Communications)

Examining the Spread of 'Fake News' – Schar 203

Jonathan Albright (assistant professor, Elon University School of Communications)

Publication Critiques – Elon News Network newsroom (McEwen 108)

Ellen Meder (editorial adviser, N.C. State University Student Media)

Noon

Lunch and NCCMA Awards – Snow Family Grand Atrium

Snapchat Success: Reporting Live 10 Seconds at a Time – Turner Theatre

Al Drago (photojournalist at The New York Times)

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

2 p.m.

Mobile Photojournalism Trends – Schar 205

Randy Piland (senior lecturer, Elon University School of Communications)

Literary Magazine: From Start to Really Finished: Matching Your Vision to the Printed Page–Schar 001

Drew Perry (associate professor of English at Elon University and adviser of Colonnades Literary & Art Journal)

Avoiding the Social Media Echo Chamber – Schar 203

Adam Constantine (Elon University social media manager)

Bringing Diversity to Your Newsroom and Your Coverage – Schar 207

Naemah Clark (associate professor, Elon University School of Communications)

3 p.m.

Yearbook: Pairing Design and Coverage that Work – Schar 001

Coop Elias (digital and social marketing manager, Carolina Hurricanes)

Improving Coverage of LGBTQIA Communities – Schar 203

Camilla Brewer and Jes Coggins (graduate assistants in Elon's Gender and LGBTQIA Center)

Media Law: Getting Access to Police Records On- and Off-campus – Schar 205

Jonathan Jones (director, North Carolina Open Government Coalition)

How to Build Your Editorial Page – Schar 207

Glenn Scott (associate professor, Elon University School of Communications)

Publication Critiques – Elon News Network newsroom (McEwen 108)

Ellen Meder (editorial adviser, N.C. State University Student Media)

Advisers Roundtable – Schar 212

4 p.m.

Resume and Portfolio Critiques – Snow Family Grand Atrium

Nagatha Tonkins (internship director, Elon University School of Communications)

Amber McCraw (assistant director of Career Services for the School of Communications at Elon University)

Ashley Pinney, associate director of employer and corporate relations, Elon University)

Display of NCCMA contest winners – Schar 209