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North Carolina College Media Association

Conference for College Media Students and Advisers February 24, 2018, from 10 a.m. until 4 p.m., NC State

- 9 a.m. **Optional tour of NC State Student Media — Witherspoon Student Center**
- 9:30 a.m. **Registration and coffee — Withers Hall Lobby**
- 10 a.m. **Welcome from Patrick Neal** (director of Student Media advising, NC State) **and Monica Hill** (director, North Carolina Scholastic Media Association) *Withers 232*
- 10:10 a.m. **The Battle for Local Arts Coverage**
Moderator: Mike Williams (managing editor, Triangle Today)
Panelists: Charles Phaneuf (executive director, Raleigh Little Theatre)
Mary Kay Kennedy (development and communications associate, Artspace)
Justin Laidlaw (communications and media director, Runaway) *Withers 232*
- 11 a.m. **Media Law Update**
Mike Tadych (attorney, Stevens Martin Vaughn & Tadych) *Withers 130*
Ask an Editor: What I learned from being the yearbook editor
Liz Moomey (writer/designer, North State Journal and co-founder of IssueNC)
Chelsea Brown (UI/UX designer, McClatchy and co-founder of IssueNC)
Molly Donovan (radio promotions coordinator, WRAL-FM) *Withers 150*
Feature Writing: Telling a compelling story
Bob Kochersberger (associate journalism professor, NC State) *Withers 135*
Best Practices: News
The Appalachian, The East Carolinian, Elon News Network, Technician,
Nubian Message *Withers 140*
- Noon **Lunch and Statewide Contest Results**
- Keynote Address:**
Design Thinking: Applying the design thinking process on your campus
Abby Reimer (innovation manager, McClatchy) *Withers 232*
- 2 p.m. **Storytelling Through Images**
Ethan Hyman (photographer, The News & Observer) *Withers 140*
Podcasting for Print Media
Jamie Lynn Gilbert (associate director of student media advising, NC State)
Carter Pape (producer, Praeci Podcast) *Withers 130*
Advisers' Roundtable *Withers 145*
Best Practices for Literary Magazine
Windhover, Rebel, The Peel *Withers 150*
Finding Stories in Data and Open Records
Tyler Dukes (investigative reporter, WRAL) *Withers 135*

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

3 p.m.

Paving Your Own Path: Developing sources and creating a new beat

Liz Moomey (writer/designer, North State Journal and Co-founder of IssueNC)

Chelsea Brown (UI/UX designer, McClatchy and Co-founder of IssueNC)

Mike Williams (managing editor, Triangle Today) *Withers 135*

Student Involvement: Marketing your publication and expanding your reach

Coop Elias (digital marketing manager, MDO Holdings) *Withers 140*

We Can All Do Better: Encouraging diversity and inclusivity in your newsroom

Stephanie Tate (student services specialist, NC State) *Withers 130*

Best Practices: Yearbook

Agromeck, Phi Psi Cli, Pine Burr *Withers 150*

Publication and Website Critiques

Martha Collins (yearbook and literary magazine adviser, NC State Student Media)

Ellen Meder (editorial adviser, NC State Student Media) *Withers 145*

4 p.m.

Resume and Portfolio Critique Session — Withers 145

Display of Best of Show entries — Withers Second Floor Lobby