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# North Carolina College Media Association

## Conference for College Media Students and Advisers February 29, 2020, from 10 a.m. until 4 p.m., East Carolina University

- 9 a.m.                    **Optional tour of SM Offices — Student Center Lobby (SM staff)**
- 9:30 a.m.                **Registration and coffee — Student Center, Second Floor**
- 10 a.m.                   **Welcome from Rhema Bland, ECU Student Media Director**      *Ballroom A*
- 10:10 a.m.              **Covering Elections in 2020**  
Moderator: Mary Schulken, former director of ECU News Services and career journalist  
Panelists: Jill Kay, Charlotte GOP convention Committee  
Bobby Burns, executive editor of Adams Publishing Group -ENC/The Daily Reflector  
Melissa Abrahamsen Cashwell, former WITN News Director  
Henry Hinton, president of Inner Banks Media                              *Ballroom A*
- 11 a.m.                   **Reporting On Election Issues That Affect College Students**  
Dr. Peter Francia, ECU Department of Political Science                              *Ballroom A*  
**Media Law Update**  
Brooks Fuller, NC Open Government Coalition    *Room 249*  
**Pictures Worth a Thousand Words**  
Bill Hudson, BuzzMedia    *Black Box Theatre, Room 200*  
**Topic-based Magazines:**  
**Engage and retain readers**  
Jane Hudson, BuzzMedia    *Room 253*  
**Critique Sessions (for those pre-registered)**    *Room 307*
- Noon                      **Lunch and Statewide Contest Results — Ballroom A**  
  
**Keynote Address:**  
**The Associated Press: Adapting to a Changing Media Landscape**  
Jonathan Drew, AP    *Ballroom A*
- 2 p.m.                    **Covering Governing Boards**  
Ginger Livingston, the Daily Reflector    *Room 249*  
**Health Journalism**  
Dr. Cindy Elmore, ECU School of Communication    *Ballroom A*  
**Features: Telling the story so that readers can't put it down**  
Kim Grizzard, the Daily Reflector    *Room 253*  
**Current Trends in Advertising and Editorial Design**  
Elizabeth Reed, The Washington Daily News    *Black Box Theatre, Room 200*

To access ECU Wifi: Username: spellerch16@ecu.edu Password: 6osRAO9F  
Tweet us @NCCollegeMedia and use our hashtag, #NCCMA20.

**Critique Sessions (for those pre-registered)**

*Room 307*

3 p.m.

**Marketing Your Media**

Adrienne Muldrow, ECU School of Communication

*Ballroom A*

**Literary Magazines: Trust the Gush**

**Techniques for expanding how and what you write**

Terrence Dove, Pirate Media 1

*Room 249*

**Launching and Maintaining a Podcast**

Glenn Hubbard, ECU School of Communication

*Black Box Theatre,  
Room 200*

**Yearbook:**

**Expand your publication's reaction and jump-start your career**

Cooper Elias, MDO Holdings

*Room 253*

**Critique Sessions (for those pre-registered)**

*Room 236*

**Advisers' Roundtable**

*Room 237*

**ED NC election poll roundtable**

*Room 307*

4 p.m.

OPTIONAL

**Résumé and Portfolio Critiques — Ballroom A**

Dr. Brian Massey, ECU School of Communication

Annah Howell, Pirate Media 1

**Display of Best of Show entries — Second Floor**

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