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North Carolina College Media Association

Conference for College Media Students and Advisers February 26, 2022, from 9 a.m. until 1:30 p.m., UNC-Chapel Hill

8:30 a.m.	Check-in and coffee — Front Steps, Carroll Hall	
9 a.m.	The Legacy of Civil Rights and Journalism Rhema Bland, Ida B. Wells Society Creativity in Design Terence Oliver and Grayson Mendenhall, UNC-Chapel Hill	<i>Halls of Fame, Room 128 Room 143</i>
9:30 a.m.	A Writing Journey from College to the Pros Tim Crothers, UNC-Chapel Hill Leadership in a Time of Change Erica Perel, UNC Center for Innovation & Sustainability in Local Media	<i>Halls of Fame, Room 128 Room 143</i>
10 a.m.	Covering a Mental Health Crisis Moderator: Anna Pogarcic, director of content at EducationNC Panelists: Praveena Somasundaram, editor-in-chief of The Daily Tar Heel Allie Kelly, university desk co-editor for The Daily Tar Heel Heidi Pérez-Moreno, editorial managing editor of The Daily Tar Heel Jake Mory, managing director of 1893 Brand Studio	<i>Room 111</i>
11 a.m.	Objectivity in Journalism — Is it changing? Moderator: John Drescher, contributing editor at The Assembly Panelists: Brady Dennis, national reporter for The Washington Post Barry Smith, N.C. Department of Insurance assistant director of public affairs Jamey Cross, Wilmington StarNews	<i>Room 111</i>
Noon	Media Law: How to Talk to a Lawyer Adam Goldstein, Foundation for Individual Rights in Education Audience Engagement and Informed Metrics Kate Sheppard, UNC-Chapel Hill Election Coverage and Ad Revenue Emily Burch Harris, N.C. A&T Piper Jackson-Sevy, Flytedesk	<i>Halls of Fame, Room 128 Room 143 Room 142</i>
12:30 p.m.	Statewide Contest Results — Room 111	
1 p.m.	Box lunch to-go — Front Steps, Carroll Hall	
1:30 p.m.	Optional tour of The DTH	

Hussman School of Journalism
 and Media
 University of North Carolina at
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 Chapel Hill, NC 27599-3365

Tweet us @NCCollegeMedia and use our hashtag, #NCCMA22.