It’s not all work!
There’s a hip hop documentary, a theatrical play and a dance party.

Hip Hop Revolution at the Carolina Theatre ~ Thursday, 8:30 pm
In this 2006 film, South African filmmaker Weaam Williams chronicles the rise of hip hop in his country – from its rebellious infancy during apartheid in the 1980s, to its current state as an indigenous music and culture. Inspired early on by the lyrics of tenía Khan, Marvin Gaye, Earth Wind and Fire, Missy Elliot and A Tribe

Fabulation or the Education of Undine, Friday (bus at 7:30 p.m.)
As the title denotes, Lynn Nottage’s play is a fantastical fiction that re-creates the life story of main character Undine Barnes Calles. Born Sharona Watkins in Brooklyn, the self-reinvented Undine goes on to receive an Ivy

DJ and Dance Party – After the Awards Ceremony
After all the speeches have been made, and the awards have all been handed out, don’t miss the soulful set by singer Carlitta Durand. Carlitta incorporates hip hop, funk, soul and R&B into her original music, influenced by a diverse list of some of the greats: Chaka Khan, Marvin Gaye, Earth Wind and Fire, Missy Elliot and A Tribe

Wednesday, Feb. 11
4-7 pm ~ Registration
Thursday, Feb. 12
9 am - 5 pm ~ Registration
Conference sessions
Rooms 106, 107 & 108
1:45 - 2:50 pm ~ Sessions
3 - 3:50 pm ~ Sessions
4 - 5:15 pm ~ Sessions
On Site Design Critique
Anytime betw. 4:30 pm
Reception
5:30 pm ~ Advisers, BCCA officials & media.Blue Coffee Cafe (Walk out hotel entrance and veer to your right one block.)
Dinner
7 pm ~ Hotel Ballroom 101
"Media Leadership in Our Digital Age," Penelope Muse Abernathy
UNC - Knight Chair in Journalism and Digital Media Economics.
Hip Hop Revolution

Friday, Feb. 13
Coffee, juice & muffins
8 am - 9 am ~ Lobby
Career Day Sessions: “Finding Your First Job in a Bad Economy”
All in Room 108
9 - 10 am ~ Sessions
10 - 11 am ~ Sessions
11 - Noon ~ Sessions
Conference Sessions
Rooms 106 & 107
9 - 9:50 am ~ Sessions
10 - 10:50 am ~ Sessions
11 - 11:50 am ~ Sessions
Lunch
Noon - 1:20 pm ~ Ballroom 101
Career Day Resumé Doctors
Room 108
1:45 - 2:45 pm

Friday, Feb. 13, cont’d
Conference Special Sessions
1:45 pm ~ Special Session: The Graduate School Option Ballroom 102
For Photographers Only
1:45 pm - 3 pm ~ Room 106
Conference Sessions
Rooms 106, 107 & 108
3 - 3:50 pm ~ Sessions
4 - 5:15 pm ~ Sessions
Dinner
6 pm ~ Ballroom 101
“Journalists of the Future: If not you, then who?” Demorris Lee, General Assignment Reporter, St. Petersburg Times
*Fabulation or the Re-education of Undine*
7:30 pm ~ Right after dinner go to buses for Lynn Nottage’s play in NCCU University Theatre (free). Get tickets when you board bus.
Lady Smith Black Mambazo ($$$ Option)
8 pm ~ Check for tickets at Carolina Theatre (at hotel) $28/$20. If tickets available or buy in advance at www.carolinatheatre.org/onstage/

Saturday, Feb. 14
Coffee, juice & muffins
8 am - 9 am ~ Lobby
ASNE Job Fair
9-4 pm ~ Ballroom 103
Conference Sessions
Rooms 106, 107, 108
9 - 10:15 am ~ Sessions
10:30 - 11:45 am ~ Sessions
Lunch
Noon - 1 PM
Conference sessions
Rooms 106, 107, 108
1:45 - 2:50 / 3:15 pm ~ Sessions
BCCA Board Meeting
3 pm ~ Boardroom 1
Awards Banquet
7 pm ~ Ballroom 101
Dance Party – The pop soul sound of Carlitta Durand & DJ Prince’s DJ Jam! Ballroom 102
Greetings:

I am delighted to welcome you to the 11th Annual National HBCU Student Media Conference and ASNE Job Fair. I know you are anticipating three days of inspiring workshops with outstanding speakers, facilitators and presenters. You will also have time to network, sightsee and get reacquainted.

I am glad you came. It is through conferences like this that students can hone their skills and get inspired to increase publication frequency. From gaining valuable experience through campus media, we can be assured that HBCUs will continue to produce journalists of color for global media. A special thank you goes to Dr. Bruce dePyssler, his team and the NCCU family for embracing this project, especially during these difficult budget times.

We appreciate your hard work and perseverance. Enjoy the conference.

Sincerely,
Valerie D. White, Ph.D.
Florida A&M University
BCCA Chair, 2004-2006
BCCA Interim Chair, 2008-2009

Bill Bell ~ Durham Mayor

Dear Student Media Conference Attendees:

On behalf of the Durham City Council, I would like to extend to each of you a hearty greeting.

We are indeed fortunate that you have chosen Durham to host the 11th Annual HBCU Student News Media Conference at the Durham Civic Center, Feb. 12-14.

Durham has a proud and diverse heritage.

We are the home of N.C. Central University, Duke University, N.C. School of Science & Mathematics and Durham Technical Community College, all with exemplary and nationally recognized programs. Durham is the headquarters for the world-renowned Research Triangle Park, the new Durham Performing Arts Center and many national and international corporations. We are also home to the world-famous Durham Bulls Baseball team.

While many special activities have been planned for you during the conference, we encourage you to take some time and explore our wonderful city and the many great things it has to offer.

Again, welcome, and please let us know if we can be of further assistance.

Sincerely,
William V. “Bill” Bell
Mayor, City of Durham

SPECIAL THANKS TO THE FOLLOWING:

• Sheena Johnson, Asst Coordinator
• Danny Hooley, Panel Session Coordinator
• Lisa Carl, Speakers Coordinator
• The News & Observer for all their support
• UNC School of Journalism and Mass Communication for sharing their faculty

• All our guest panelists and speakers
• Raleigh Offset for free printing
• Reginald Stuart & Walter Middlebrook for organizing the journalism contest
• All the contest judges listed on page 10
• NCCU English & Mass Communication faculty

• All past Campus Echo editors and photographers who have returned on their own dime to share their experiences. Go to their sessions.
• Bobbi Bowman at ASNE
• Valerie Williams, BCCA Chair
• NCCU Writing Center all-stars for copy editing
• Echo staffers and editor-in-chief, Geoffrey Cooper

THANKS TO ALL OUR SUPPORTERS

BLACK COLLEGE COMMUNICATION ASSOCIATION

SPECIAL THANKS TO:

• Reginald Stuart
  The McClatchy Company
• Walter Middlebrook
  The Detroit News

NORTH CAROLINA CENTRAL UNIVERSITY
Durham, NC ~ February 12-14, 2009
Reginald Stuart
Corporate Recruiter
The McClatchy Company

Reginald Stuart, a journalist, is currently a recruiter for The McClatchy Company, one of the nation’s largest newspaper publishers and a major provider of online news. A journalist for 40 years, he got his start in 1968 as a general assignment reporter for The Nashville Tennessean, his hometown newspaper. From the Tennessean, he went into radio and television news reporting, earned a masters in journalism degree in 1971 from Columbia University in the City of New York. He returned to television in Nashville for a year then freelanced for several years writing about education, politics and the economy in the post-segregation era South.

Stuart joined The New York Times in 1974 as a business reporter based in New York. He stayed with the Times for 13 years, serving as the paper’s national correspondent and bureau chief in Detroit, Atlanta and Miami. His final move for the Times was as Washington correspondent where he covered deregulation of the nation’s broadcast, airline, telephone, trucking and railroad industries.

Stuart joined Knight Ridder in 1987 as national affairs correspondent in Washington for the Philadelphia Daily News. Later, was appointed an assistant news editor in Knight Ridder’s Washington Bureau.

He was a senior editor for seven years before leaving Knight Ridder in 1997. He returned a few months later as corporate recruiter, working with Knight Ridder’s 32 newspapers to recruit news and business side talent and run its corporate early career development programs.

When Knight Ridder was acquired in June 2006, by The McClatchy Company, Stuart joined McClatchy as corporate recruiter. Stuart is author of “Bailout,” a book about the Chrysler Corporation. He has been a contributing author to five other non-fiction books, most recently a book for job seekers and a book about Nashville at the turn of the century.

He has won a Front Page for the former Emerge Magazine about former federal prison inmate Kemba Smith who are largely credited with prompting for-mer President Clinton to commute Smith’s sentence to time served.

Stuart’s story on Kemba Smith is cited in the book “Muckraking,” as one of the best pieces of journalism that makes a difference in American history.


Stuart is a past national president of The Society of Professional Journalists.

He has won numerous awards for his journalism and volunteer work including the Headliners Award for Best Television News Team Reporting, Carter G. Woodson Award for Award Reporting, The Wells Memorial Key (SPJ’s highest honor), the Leadership in Diversity Award from the Asian American Journalists Association, the Ida B. Wells Award (presented by the National Association of Black Journalists and National Conference of Editorial Writers), the Robert Maynard Legacy Award presented by the National Association of Minority Media Executives, and the Alumni Award for Distinguished Service to Journalism, awarded by the journalism alumni of Columbia University.

Stuart is married, has three adult children and resides in Silver Spring, Maryland.

Penelope Muse Abernathy
Knight Chair in Journalism and Digital Media Economics, University of North Carolina at Chapel Hill

Penelope Muse Abernathy is a journalism professional with more than 30 years experience as a reporter, editor and media executive. She became the Knight Chair in Journalism and Digital Media Economics at UNC-Chapel Hill on July 1, 2008.


Before joining UNC, she was vice president and executive director of industry programs at the Paley Center for Media in New York City.

As an executive, Abernathy launched new enterprises and helped increase revenue at some of the nation’s most prominent news organizations and publishing companies, including The Wall Street Journal, The New York Times and the Harvard Business Review.

At The Wall Street Journal, she oversaw the international division and reversed its declining revenue to profitability in less than a year.

Before moving to the business side of the industry, Abernathy served as a newspaper reporter or editor at several daily newspapers, including The Charlotte Observer, The Greensboro News & Record, The Dallas Times-Herald, The Wichita Eagle-Beacon, and The Fayetteville Times.

At Carolina, Abernathy will focus her expertise on 21st-century economic models that will improve the balance of journalists to produce news in the public interest.

She will create innovative new courses and practical research, and share her work widely online and through an ongoing media economic development process, which has as its most prominent feature the Citizen Q section once a month.

She has been in the newspaper business since 1975, when he became a reporter in Southwest Virginia, where he won awards for investigative reporting. He has been an assistant business editor at the Baltimore Sun, business editor of the York (Pa.) Dispatch, publisher of the Carroll County (Md.) Times, and an assistant managing editor at the Virginian-Pilot in Norfolk, Va., where he also worked as a reporter and a editorial writer, as well as pre-press manager in the production department.

Barkin earned a bachelor of science in business administration at Old Dominion University, where he was named the outstanding financial management student; and a master’s in journalism at the University of Maryland at College Park, where he also taught.

He has been a contest judge for the Society of American Business Editors and Writers and served on the advisory board of the journalism program at the University of North Carolina at Chapel Hill. He has been a guest lecturer at the Freedom Forum in Nashville.

He and his wife, Katherine, live in Johnston County. They have two children, George, a sophomore at N.C. State University, and Hilary, a teacher with the Johnston County schools.

Barkin, a Boston native, has been a Red Sox fan since 1953.
The American Society of Newspaper Editors (ASNE), the national organization of editors of daily newspapers, invites you to participate in our Friday Career Fair and Saturday Job Fair.

Here’s what you need to know:

**Friday Career Fair Sessions**  
Room 108
Friday Career Fair sessions do not require registration and are open to all conference attendees. The Career Fair sessions are integrated into the conference agenda and are marked accordingly. Three Career Fair sessions will be held on Friday in Room 108 from 9-11 a.m.
At the conference lunch ASNE will hear from editors about what they are looking for from journalists early in their careers.
After lunch you will be able to review your resumé with news professionals from the Washington Post, the Detroit News and the McClatchy newspaper company. Be sure to have your resumé and clips ready.

**Saturday Job Fair**  
Ballroom 103
Most of you probably have registered for the ASNE-sponsored Job Fair. If you have not, you still have time to register.
If you have pre-registered, you must go to the ASNE desk and get your interview schedule between 8:30-9 am. Have your resumé, clips, CDs (photographers) ready. You may have an interview immediately.
If you have not pre-registered, you can register onsite for $50 in cash or by check. (Conference registration does not include the Job Fair.). Have your resumé and clips assembled.
At the ASNE desk you will be informed about designated open interview sessions that you can attend. Have your resumé, clips, CDs (photographers) ready. You may have an interview immediately.

**HIP HOP**  
CONTINUED FROM PAGE 1

groups such as Public Enemy, Cape Town youth fought against apartheid and censorship by imitating what they saw coming from the U.S. – incendiary music and lyrics, breakdancing and graffiti.
Eventually, original styles emerged, as well as stark diversity, especially between the styles of Cape Town and Johannesburg.
The film also explores the very real problem of racism that still exists post-apartheid, and addresses the poverty, violence, HIV and sexism that pervade South African hip-hop scenes.
This is a can’t-miss film for anyone interested in the global evolution and resilience of hip hop

**FABULATION**  
CONTINUED FROM PAGE 1

League education and proceeds to climb the corporate ladder, building a prestigious New York publicity company along the way.
However, her attempts to erase her humble past come back to haunt her when she falls to sudden ruin, shunned by her husband and high-society friends, and left bankrupt and pregnant.
With nowhere else to go, Undine must see the refuge of the family she left behind 14 years earlier.
The result is a delightful dark comedy.

**DANCE**  
CONTINUED FROM PAGE 1

Called Quest, to name just a few. Building on friendships she made while attending NCCU, she’s had the opportunity to work with recording artists Little Brother and Grammy Award-winning producer 9th Wonder.
Carlitta writes all her own songs, and her timeless jazzy, smooth vocals will soon be heard worldwide.
After her show, stick around for a roof-shaking DJ Jam with DJ Prince to take you late into the night.
Exploring Alternative Story Forms in Print and Online

Andy Bechtel
Univ. of North Carolina at Chapel Hill

Alternative story forms, charti-
cles, ALTs — they go by different
names and include everything but
stories written in the traditional
inverted pyramid style.

This session will introduce you to
the world of alternative story forms
and show you how to add checklists,
the Q&A and other forms
to your writing and editing skills.

Andy Bechtel teaches editing and
writing. He joined the faculty at
UNC-Chapel Hill in 2005.

Bechtel has nearly 12 years of
experience in newspapers, most
recently at The News & Observer in
Raleigh, N.C., where he was nation
and world editor.

He also worked as a copy editor
in the N&O sports department and
in its Chapel Hill bureau.

Thursday, Feb. 12
1:45 - 2:50 pm
Room 106

Interactive Skills for
Information Design

R. Scott Horner
Swarm Interactive, Inc.

Launching your career in interac-
tive information design may mean
that you will have to broaden your
skills.

Find out what you need to know
to make an impact in the field of
journalism.

R. Scott Horner is the chief cre-
ative officer at Swarm Interactive,
Inc., a multimedia development
company specializing in interactive
design.

His pioneering work in multimedia
design has won him many awards
from the Society of News Design,
Editor & Publisher, Online News
Association and other industry
organizations.

He is a 2007 John S. Knight
Fellow and recipient of the Anton
Majeri Award for Innovation and
Leadership in Graphic Journalism.

Thursday, Feb. 12
1:45 - 2:50 pm
Room 108

Craft and Creation:
Writing Feature Stories

Adrienne Johnson Martin
The News & Observer

In this session, an assistant fea-
tures editor and a fashion writer
discuss the nuts and bolts of reporting
and writing feature stories, from

Thursday, Feb. 12
1:45 - 2:50 pm
Room 108

Thursday, Feb. 12
1:45 - 2:50 pm
Room 106

Thursday, Feb. 12
3 - 3:50 pm
Room 106

Making Your Work Stand
Out in the World of
Sports Reporting

J. Michael Falgoust
USA Today

Too often sports reporting falls
back on one cliché after another.

How do you make your sports report-
ing stand out in the world of sports
journalism?

In this session a long-time USA
Today sports reporter will provide
some answers.

J. Michael Falgoust, a 1992 gradu-
ate of N.C. Central University, was
co-editor-in-chief of the Campus
Echo student newspaper before
going on to cover sports for the
next 15 years as a copy editor,
assistant sports editor and reporter
at The Orlando Sentinel and USA
TODAY.

Thursday, Feb. 12
3 - 3:50 pm
Room 106

A Day in the Life of
a TV Reporter

Erik Coleman
WRAL-TV Raleigh

Anthony Wilson
WTVD ABC11 Durham

From running down the story,
getting the sources to speak on cam-
era and putting it all together by air-
time, two Triangle area reporters
share experiences and offer tips to
aspiring television journalists.

Erik Coleman began her career
in 2001 as a reporter in Jonesboro,
Ark.

After 11 months, she moved to
Greensboro, N.C., where she
worked at WFMY-TV as a reporter
for more than two years before
moving on to a midday anchor posi-
tion. She started her current job at
WRAL-TV in 2006.

Anthony Wilson is co-anchor of
the Eyewitness News weekend
morning newscasts (8 to 8 a.m.
Saturdays and Sundays, and 9 to 10
a.m. Sundays).

He also covers Durham for
Eyewitness News. He joined the
Channel 11 Eyewitness News team
in 1993.

Before that, he was a reporter
and substitute anchor for three
years at WXII in Winston-Salem.
Wilson is a graduate of St.
Lawrence University in Canton,
N.Y.

Thursday, Feb. 12
3 - 3:50 pm
Room 108

Covering the Big Story -
Finding National News
in a Local Story

Joe Neff
The News & Observer

Some stories start local and go
national: think of the Duke lacrosse
rape case. Other national stories
have local roots.

When four Blackwater contractors
were massacred on a bridge in
Fallujah, Iraq in 2004, it was a
North Carolina story.

When the V-22 Osprey killed 19
Marines in two crashes in 2000, it
was a local story. Neff discusses how
he covered these national stories
from the Triangle.

Joe Neff has been an investiga-
tive reporter at The News &
Observer since 1999. His articles
led to the conviction of former
Agriculture Commissioner Meg
Scott Pharr's and her cronies.

His articles on former death row
inmate Alan Gell and other cases of
prosecutorial misconduct brought
the passage of North Carolina's
open discovery law.

He's written extensively about
Blackwater; the V-22 Osprey; med-
ical malpractice and the N.C.
Medical Board; the Mike Nifong
case; and problems in North
Carolina's probation system.

Thursday, Feb. 12
4 - 5:15 pm
Room 106

Producing TV News

Ed Boyce
MyFox Charlotte

Nicole Allen
WTVD ABC11, Durham

Two former Campus Echo staffer
provide a behind-the-scenes descrip-
tion of what it takes to put on a
nightly TV newscast.

They explain how they compile
the day's events in an appealing way
to grab and hold the attention of tar-
ged audiences.

Ed Boyce, a 2001 graduate of
N.C. Central University, was editor-
in-chief of the Campus Echo news-
paper before breaking into TV
news as a news assistant with
WBTV in Charlotte, NC.

He is now a weekend producer
director with MyFox Charlotte.

Nicole Allen, a 2003 N.C. Central
University Graduate and former
Campus Echo reporter, is the 10
p.m. news producer for WTVD
ABC11 Eyewitness News in
Durham.

She was hired by WTVD in 2006
to launch the station's first 10 p.m.
newscast.
Thursday PM Sessions, cont’d & Friday AM Sessions

Thursday, Feb. 12
4 – 5:15 pm
Room 107

The First Amendment on Campus: Your Rights and Responsibilities
Frank D. LoMonte
Student Press Law Center

What are my rights to videotape in a campus building? How about using somebody else’s photos I found through Google?

First Amendment lawyer Frank LoMonte of the Student Press Law Center will answer your questions about overcoming censorship of student media, getting access to public meetings and records, and anything else that’s on your mind.

The SPLC offers free legal assistance to thousands of college and high-school journalists and their advisers every year.

It is the nation’s only nonprofit organization dedicated to combating censorship of the student media.

Frank D. LoMonte is a veteran newspaper journalist (and former college editor-in-chief) who practiced law with Atlanta-based Sutherland Asbill & Brennan before joining the Student Press Law Center in January 2008.

LoMonte is a 2000 graduate of the University of Georgia School of Law and a former law clerk for Judge R. Lanier Anderson III of the Eleventh Circuit U.S. Court of Appeals.

Thursday, Feb. 12
4 – 5:15 pm
Room 108

How They Got the Story
Pearl Stewart
Black College Wire

with Yewande Addie, The Famuan (FAMU); Geoffrey Cooper, Campus Echo (NCCU); Dexter Mullins, The Register (NC A&T); and Amber Perry, Southern Digest (Southern University)

In this session – always a favorite at the conference – Black College Wire founder Pearl Stewart moderates a discussion with HBCU student reporters and editors about their biggest stories of the year. Hear your colleagues discuss the obstacles they faced getting their stories and join the discussion of their reporting and writing strategies.

Pearl Stewart is the founder of Black College Wire, an online news service and training program funded by grants from the John S. and James L. Knight Foundation and the Ethics and Excellence in Journalism Foundation.

Black College Wire also works with the Freedom Forum Diversity Institute to train students for summer internships in multimedia journalism.

Stewart was a journalist in California for 22 years – a reporter at the San Francisco Chronicle, and a reporter and editor at the Oakland Tribune.

She was the first African-American woman editor of a major daily newspaper.

Thursday, Feb. 12
4:30 pm
Conference Lobby
Onsite Newspaper

Design Critique
Mike Williams
The News & Observer

Cruising for a bruising? Bring a copy of your newspaper anytime from 4:30 pm today and meet with Mike Williams, who has designed pages for one of the best-designed papers in the nation – The Raleigh-based News & Observer.

Williams will provide a top-to-bottom critique of your newspaper’s overall look and design.

You’ll hear about typeface selection, ways to prioritize stories, alignment, attention to detail and more.

Mike Williams started working in journalism as a sports reporter for the N.C. Central University Campus Echo. He worked as that paper’s editor-in-chief from 2001 to 2003.

He was a page designer at The News & Observer from 2003 to 2007.

He is now the editor of triangle.com, one of The N&O’s Web products.

FRIDAY MORNING

Friday, Feb. 13
9 – 10 am
Room 108

Career Day Session #1
Reality-based Job Hunting and Introduction to ASNE Career Day & Job Fair
Bobbi Bowman
American Society of Newspaper Editors

How do you find out the information readers need to know, but government and others might not want to tell?

Dan Kane, a 1983 graduate of St. John Fisher College, is a state government reporter for the Raleigh News & Observer.

He has worked in newspapers for nearly 25 years and recently won the N.C. Press Association’s top award for public service reporting for stories that helped put House Speaker Jim Black and other state officials in prison for public corruption.

Friday, Feb. 13
9 – 10 am
Room 107

Evolution: The Changing Dynamic of Online College Media
David Studinski
College Media Network

Reporting for a digital audience is
getting increasingly complex. What is the state of the digital news media now, and where are the trends headed?

David Studinski is a Coordinator of Newspaper Relations. Since June 2006, he has worked with College Media Network, the largest interactive network of online college newspapers in the United States.
He is the online support ticket writer for College Publisher, the only multimedia publishing platform built specifically for the needs of the campus newsroom.
He is a 2007 graduate of Ball State University’s Department of Journalism and served two terms as editor-in-chief of The Ball State Daily News.
He is pursuing an M.A. in Digital Storytelling from Ball State and remains an advocate of student media and First Amendment rights.

Friday, Feb. 13
10 – 11 am
Room 108
Career Day Session #2: What Do I Put On My Resume?
David Fritz
The News Leader, Staunton, Va.
Peter Perl
Washington Post

Friday, Feb. 13
10 – 11 am
Room 107
You Need to Know About Us: The New York Times Student Journalism Institute and Black College Wire
Don Hecker
New York Times
Pearl Stewart
Black College Wire
The New York Times Student Journalism Institute is a hands-on journalism program offered to aspiring reporters, editors, photographers and Web and video journalists who are members of the NABJ or students at HBCUs.
During the two-week residency, students work under the supervision of professional journalists from The New York Times, The Boston Globe and The New York Times Company’s Regional Media Group. All student expenses are paid, including transportation.
Black College Wire, a project of the Black College Communication Association, is a news service that promotes the journalistic work of students at predominantly black universities.
It has been funded by grants from the John S. and James L. Knight Foundation, and the Ethics and Excellence in Journalism Foundation. Black College Wire also works with the Freedom Forum Diversity Institute to train students for summer internships in multimedia journalism.
This spring, Black College Wire and the Freedom Forum Diversity Institute will offer to train students for summer internships in multimedia journalism.
Don R. Hecker is the training editor for copy editors at The New York Times and has served as a recruiter for the paper.
He is also director of The New York Times Student Journalism Institute, which he helped to found.
He joined The Times in 1992 as a copy editor and served as the chief of the paper’s metropolitan copy desk.
Before joining The Times, Don was a copy editor and desk supervisor at the Daily News in New York for 10 years.
Pearl Stewart is the founder of Black College Wire, an online news service and training program, with grant funding from the John S. and James L. Knight Foundation.
She was a journalist in California for 22 years – a reporter at the San Francisco Chronicle, and a reporter and editor at the Oakland Tribune. She was the first African-American woman editor of a major daily newspaper.

Friday, Feb. 13
11 – 12 am
Room 108
Career Day Session #3: How to Ace Your Interview
Brent Jones
USA Today
Bob Ashley
Herald-Sun

Friday, Feb. 13
11 – 12 am
Room 106
Moving into Multimedia: A Print Reporter’s Perspective
Demorris A. Lee
St. Petersburg Times

In this session, Demorris Lee will present his recent work “Beyond the Gridiron,” a weekly series that appeared on tambabay.com for the St. Petersburg Times. The series integrated multimedia.
FRIDAY AFTERNOON

Friday, Feb. 13
1:45 – 2:45 pm
Room 108

Career Day Session #4: Resumés Doctored
Drop by anytime with a copy of your resume and get one-on-one expert advice from a pro. After talking with a Career Day news media professional you can go perform surgery on your resume across the hall in the Internet Cafe, room 105.

Friday, Feb. 13
1:45 – 2:45 pm
Ballroom 103

Special Session: Everything You Ever Wanted to Know about Graduate School in Journalism
In this special session, you’ll interact with representatives from four top flight journalism graduate programs: University of North Carolina at Chapel Hill; Medill at Northwestern University; University of California at Berkeley; and Columbia University.

Find out what graduate school is like. Learn about the specifics of each graduate program.

Ponder career options after graduate school. Set up a one-on-one meeting with any of these graduate school representatives.

Queenie Byars – University of North Carolina at Chapel Hill, School of Journalism and Mass Communication
Trevy McDonald – University of North Carolina at Chapel Hill, School of Journalism and Mass Communication
Monica Burnett – Columbia University, Graduate School of Journalism
Anne Penway – Northwestern University, Medill School at Northwestern University
Melissa Johnson – N.C. State University, Department of Communication
Stacy Redd – University of California at Berkeley, Berkeley Graduate School of Journalism

Friday, Feb. 13
1:45 – 3 pm
Room 106

It Can Get Ugly Out There: Covering Crime & Night Cops

Stanley B. Chambers Jr., The News & Observer
Marion A. Walker, Associated Press

You’ve just walked onto a carpet soaked with blood. There’s a dead body less than 30 feet from you.

A mother is crying right in front of you as a cops reporter.

Because if you can master the cops beat, you can handle any beat.

Stanley B. Chambers Jr. has covered murders, kidnappings, police department scandals and then some for almost four years.

He has spent the last two years covering crime & criminal justice in Durham, N.C. for The News & Observer.

For Photojournalists Only

Aaron Daye
Gainesville Sun

This session for students who aspire to become professional photojournalists, two news photojournalists will show you their best work, and then examine your best work.

Their photojournalists will focus on shooting strategies that tell the story, in addition to touching upon any technical questions you have.

Aran Daye is a N.C. Central Campus Echo alumnus where he worked as a photojournalist from 2001 to 2005.

As a student, he interned at The New York Times Student Journalism Institute and the Durham-based Herald-Sun. He is a staff photographer for the Gainesville Sun in Florida.

Christine T. Nguyen is a staff photographer at The Durham Herald-Sun.

She graduated from UNC-Chapel Hill in 2001 and then interned with The Fayetteville N.C. Observer and The Roanoke Times in Virginia.

Though she has covered events ranging from the ACC tournament to the Miss America pageant, her passion is documenting the lives of the people in her community.

Friday, Feb. 13
3 – 3:50 pm
Room 106

Life Outside the Newsroom: Two Former Campus Echo Editors Talk about How Their Careers Have Evolved

Lovenmore Masakadza
Mecklenburg County Health Dept.

Durham Chamber of Commerce

Maybe you plan on becoming a journalist, but #&*% happens.

In this session, you’ll hear from two former HBCU students who planned journalism careers, but who are today working in the fields of health communication, and marketing and communications for a chamber of commerce.

Lovenmore Masakadza came to the United States from Zimbabwe in 2000. At N.C. Central University, he was editor of the Campus Echo.

As an intern he covered crime, Durham County Government and general assignments for The News & Observer. After briefly working for the Herald Sun in Durham, he returned to school to get a master’s degree in public administration.

He is now the coordinator for the Mecklenburg County Health Department’s tobacco control program in Charlotte.

Sheena Johnson, a 2005 graduate of N.C. Central University and former Campus Echo sports editor, is the director of communications and marketing for the Greater Durham Chamber of Commerce.

In her role at the Chamber, she
oversees all communication from the Chamber including media relations, branding and advertising.

Friday, Feb. 13
4 – 5:15 pm
Room 106
Opportunities in Business Journalism, Writing the Business Story and the Financials You Should Know

Chris Roush
University of North Carolina

Bill Choyke, Moderator
Former business editor, The Virginian-Pilot

What do the Dow Jones News Service, American City Business Journals and Bloomberg all have in common? They are all still hiring in a down journalism market. Yes, there are still opportunities in business journalism, from consumer-oriented reporting to Main Street economics to Wall Street.

Hear the experts discuss how to prepare for jobs in business journalism and how to “think” and write business news right now on your own campus.

Hear about the financial terms and concepts you need to know to make you a better news reporter.

Bill Choyke, is a veteran journalist who, for the past 10 years, was a business news editor, first at The Tennessean, and later at The Virginian-Pilot. A graduate of Ohio University in Athens, Choyke earned an MBA at the University of Virginia in 1991.

He has been a member of the board of directors of the Society of American Business Editors and Writers for five years.

Chris Roush, is the Walter E. Hussman Sr. Distinguished Scholar in Business Journalism at the University of North Carolina-Chapel Hill. Roush is also the managing editor of the board of directors of the Society of American Business Editors and Writers for five years.

Vicki Lee Parker
The News & Observer

Bill Choyke, Moderator
Former business editor, The Virginian-Pilot

In December, she earned a master of business administration from Meredith College in Raleigh. She also has a bachelor’s degree in journalism from American University in Washington, D.C.

Friday, Feb. 13
Room 107
4 – 5:15 pm

Photojournalism and the Multimedia Experience

Rashawn Rucker
Detroit Free Press

This session focuses on how multimedia and photojournalism co-exist in the industry. You will learn how, why, and when to use multimedia and how to find visual stories in your community and on your campus.

Rashawn Rucker is a product of N.C. Central University and former photo editor of the Campus Echo. Originally from Winston-Salem, N.C., Rucker is a 28-year-old staff photographer at the Detroit Free Press.

Rucker also shares the duty of being the night photo editor for two days a week at the Freep. In 2008 Rucker became the first African-American to be named Michigan Press Photograph of the Year. Rucker also won a regional and national Emmy in 2008 as a photojournalist for his work in documentary on pit bull culture in Michigan.

His work has also been honored by the NPPA, SPJ, MPPA, BCCA and the Associated Press.

Friday, Feb. 13
Room 108
4 – 5:15 pm

The Lede in Print & Broadcast

Randi Wilson
NBC 17

Ned Barnett
The News & Observer

It’s the beginning. It’s gotta be good. It’s gotta be relevant to your reader.

IT’S THE LEDE.
But how do you find the best way to begin your story? Here come some strategies.

Randi Wilson, a graduate of Hampton University, is currently News Director at NBC 17 in Raleigh.

She has been a broadcast news journalist for 30 years and has spent most of her career in the Washington, D.C. and Baltimore television markets.

Ned Barnett, a graduate of Fairfield University, is weekend editor at The News & Observer in Raleigh.

He has worked at The News & Observer since 1991 in various editing and writing roles, including eight years as sports columnist.

Previously, he worked at The St. Petersburg Times, The Dallas Times Herald and the Atlantic City Press.

In December, she earned a master of business administration from Meredith College in Raleigh. She also has a bachelor’s degree in journalism from American University in Washington, D.C.

Friday, Feb. 13
Room 107
4 – 5:15 pm

SATURDAY MORNING

ASNE JOB FAIR
9:4 pm
Ballroom 103
See program page four for details

Saturday, Feb. 14
9 – 10:15 am
Room 106

Reporting For a Community Newspaper: The Toughest Job You’ll Ever Love

Jock Lauterer
Univ. of North Carolina at Chapel Hill

No matter how ambitious they may be, most young journalists don’t get their start at The New York Times.

They get their first internships and jobs at smaller local community newspapers that require a different style of reporting from the detached, impersonal approach of the big-city paper.

This session will address the issues faced by the young reporter attempting to cover his or her community with accuracy, passion and compassion.

Jock Lauterer, director of the Carolina Community Media Project at the UNC-Chapel Hill School of Journalism and Mass Communication, has 15 years of journalism experience as co-founder, publisher and editor of two newspapers, the McDowell Express in Marion, N.C., and the Daily Courier in Forest City, N.C.

He is also author of the textbook, Community Journalism: Relentlessly Local.

Saturday, Feb. 14
9 – 10:15 am
Room 107

How to Write Headlines that Get Attention

Pam Nelson
The News & Observer

Stop here for tips that will make your headlines informative, direct, engaging and accurate in any media. Then we’ll put those ideas and your skills to work with hands-on practice.

Pam Nelson is a copy editor at The News & Observer, where she has won national and statewide awards for headline writing.

She also writes a blog on grammar, usage and style called The Triangle Grammar Guide (http://blogs.newsobserver.com/grammar).

Nelson has been working as a journalist since 1976 and is a graduate of UNC-Greensboro.

Saturday, Feb. 14
9 – 10:15 am
Room 108

Reporting the Local News for Radio

Joe Schwartz
WCHL 1360 AM, Chapel Hill

How to work a local beat to serve the radio audience in your community.

Joe Schwartz just can’t seem to leave Chapel Hill. In his latest attempt, he traveled to Beijing to work for the Olympic News Service but soon found the Southern Part of Heaven and a job leading the area’s best community news forum beckoning.

A few months and a few Southeast Asian countries later, he was back on a plane to help reassert WCHL’s local presence as its news director.

WCHL marks the fifth local news organization Schwartz has worked for; having already served as sports editor of Chapel Hill High School’s The Proconian, an intern at The Chapel Hill News, and editor-in-chief of The Daily Tar Heel, when he also hosted a news talk show on WXYC.

Saturday, Feb. 14
10:30 – 11:45 am
Room 106

BrandNewz: A New News

Christopher Martin
BrandNewz

Martin will introduce you to his online news service, Brand Newz. He will discuss strategies for BN and discuss memorable BN stories and montages.

Martin will compare and contrast contemporary news coverage with that of BN’s, and correspondents will shed light on their experiences working with Brand Newz.

Christopher Martin is known to many hip hop and music fans as “Play.” Martin has more than 25 years of film and acting experience, starring in several New Line Cinema hits including three “House Party” films and “Class Act.”

He is an Artist-In-Residence at N.C. Central University, where he helped to create the university’s first bachelor’s programs surrounding the culture of hip hop.

His entrepreneurial ventures including HP4 Digital Works and Solutions and the newly-created online information source titled BrandNewz.com

Saturday, Feb. 14
10:30 – 11:45 am
Room 107

Advanced Investigative Reporting

Paul Cuadros
Univ. of North Carolina at Chapel Hill

How to put together a large investigative project, conduct research and do that showdown confrontational interview.

Paul Cuadros, assistant professor at UNC-Chapel Hill, is an award-winning investigative reporter who has reported for The Chicago Reporter, the Center for Public Integrity and Time magazine.

Cuadros has focused his reporting

Saturday, Feb. 14
10:30 – 11:45 am
Room 108
Two Opinions Writers on Their Craft
Derek Jennings, Independent Weekly
Barry Saunders, The News & Observer

Finding your voice, making your point and choosing your niche as a columnist.

Derek Jennings is a featured columnist for the Carolina Independent Weekly since 1983. Derek’s subject matter covers a broad range of issues of global and local importance, including politics, culture, social justice, parenting and education.

Barry Saunders is a longtime opinion columnist for The News & Observer in Raleigh, where his articles appear every Tuesday and Friday in the Metro section and in the Opinion section on Saturdays.

He lives in Durham, and his articles often center on recent happenings in the city. His writings are often controversial, prompting heated responses from subjects and readers. He wouldn’t have it any other way.

SATURDAY AFTERNOON
Saturday, Feb. 14
1:45 – 3 pm
Room 108
The Editors’ Roundtable

UC Berkeley Graduate School of Journalism

- Documentary
- Magazine
- New Media
- News Media
- Photojournalism
- Radio
- Television

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Cynthia Gamney, Professor

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Broadcast Storytellers
Frank Stasio, Host, “The State of Things”
Charlie Tuggle, Univ. of North Carolina - Chapel Hill

We’ll explore all the tools available in today’s media world that broadcast storytellers can use to weave memorable reports for their audiences.

Frank Stasio was named permanent host of WUNC-FM’s “The State of Things” in June 2006. A native of Buffalo, Stasio has been in radio since the age of 19.

He began his public radio career at WOI in Ames, Iowa, where he was a magazine show anchor and the station’s news director. From there he went to National Public Radio, where he rose from associate producer to newscaster for “All Things Considered.”

Stasio left that job in 1990 to help start an alternative school in Washington, D.C.

Frank returned to NPR as a freelance news anchor, guest host of “Talk of The Nation” and other national programs, and host of special news coverage.

Charlie Tuggle is director of the journalism program at UNC-Chapel Hill.

His students produce three live news programs per week. The TV program Carolina Week goes to 16 counties in north central North Carolina. The radio program Carolina Connection airs on WCHL 1360 in Chapel Hill.

In recent years, students have won multiple awards for their work. “Dr. T” is the lead author of the most widely used broadcast writing textbook in the U.S.

Saturday, Feb. 14
1:45 – 3 pm
Room 108
The Editors’ Roundtable

Open to all conference editors and news staff

In this session, student editors and staff from the conference break off on their own, free from “proach-ups,” and raise whatever issues are on their minds. For example, censorship and administrator meddling, lack of transparency on campus, newsroom technology shortcomings, revenue and funding shortcomings, career issues. After all that griping, students can brainstorm solutions.

BACKUP SESSIONS

In this event of a last minute cancellation one of the following sessions may be substituted:

In the 1st Person: Conceiving, Writing and Producing a Series of Autobiographical Features
Lisa Carl, NCCU
NCCU Department of English and Mass Communication

“In the 1st Person,” an annual feature of the Campus Echo, consists of a series of stories, accompanied by documentary-style portraits that focus on a single event or situation essential to the writer’s self-image or development.

In this session, Lisa Carl and student La-Tasha Davis will discuss how class discussions grew to polished pieces and will suggest ways for student journalists to initiate a similar feature in their newspaper.

Lisa Carl is assistant professor of English and mass communication at N.C. Central University, where she teaches courses in feature writing, copy editing, broadcast writing, public relations, technical writing, American literature, literary criticism and composition.

She has worked professionally as a public affairs writer, television and radio writer, assistant director and producer, and advertising copy writer.

She is collaborating with the Library of Congress on a podcast of narratives by former slaves.

Translating from College Media to Real Media
Ron Camille
ABC News Medical Unit

The transition from the campus newsroom to a real newsroom, whether it be at the local level or nation can be a challenge.

Ron Camille, a former Campus Echo editor-in-chief at N.C. Central will share his experiences and tips adjusting to the daily grind of journalism and digital media.

Ron Camille, a NCCU Campus Echo editor-in-chief from 2006-2007, is freelance video editor/production associate for the ABC News Medical Unit, where he assists in video development for OnCall+, am online medical resource on the network’s digital platform.

He has worked with WHDH-TV in Boston as the weekend dayside web producer and as a reporter for The Hollis Brookline Journal in New Hampshire.

Music, TV, Books and Movies: Writing About the Things You Love (Doesn’t Everybody?)

Danny Hooley
Arts & Media Critic

Lil’ Wayne releases a new album – and it’s rock instead of hip-hop? The fifth season of “Lost” is underway.

Sure, everybody loves to talk about this stuff around the water cooler. But how do you, as an arts writer, make your observations stand out?

You need to have some background in your subject, and an understanding of the trends they belong to and sometimes help create. Arts and media critic Danny Hooley explains.

Danny Hooley, a 2001 graduate of N.C. Carolina Central University was editor-in-chief of the school’s Campus Echo newspaper before going on to write about music, television, radio and films for The News & Observer in Raleigh.

He’s a writing and editing coach at the Campus Echo and a freelance writer.
2008 Excellence in Journalism Awards

Contest Judges

Kevin Richardson
The Clarion-Ledger, (Jackson, MS.)

Jeanne Fox Alston
Newspaper Association of America

Maria Reeve
Saint Paul Pioneer Press

Deborah Heard
Former assistant managing editor
Style, The Washington Post

Joe Grimm
Newsroom recruiter and mentor

Denise Johnson
The Star Tribune, Minneapolis, Minnesota

Steve Sack
The Star Tribune, Minneapolis, Minnesota

Walter Middlebrook
The Detroit News

Linda Epstein
McClatchy/Tribune Photo Services

Contest Categories

1. Best Spot News Story
2. Best News Series, Investigation Or In-Depth Story
3. Best News Coverage
4. Best Sports News Or Game Story
5. Best Sports Feature Story
6. Best Overall Sports Coverage
7. Best Opinion Writing
   A. Arts And Entertainment Criticism
   B. Signed Commentary Or Column Writing
   C. Editorial
8. Best Editorial Cartoon
9. Best Editorial/Opinion Section
10. Best Headline Writer
11. Best Individual Page Design

12. Best Informational Graphics Or News Art/Illustration
13. Best Design—Broadsheet Or Tabloid
14. Best Photography
   A. Individual Photograph
   B. Photo Story
15. Best Online
   A. Online Audio Story
   B. Online Video Story
   C. Online Multimedia Package
   D. Best Online Site
16. Best Student Newspaper
   A. Non-Regular Production—Once Weekly Or Less
   B. Regular Production—Twice Weekly Or Less

Contest Coordinators

Reginald Stuart
The McClatchy Company,

Walter Middlebrook
The Detroit News

Amy Adkins
WashingtonPost.com

Angela Tuck
Atlanta Journal and Constitution

Kay Powell
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