



23<sup>rd</sup> ANNUAL CONFERENCE AND PRECONFERENCE

# How Colleges Can Obtain National and Regional Publicity

JUNE 22-24, 2009 • TREMONT PLAZA HOTEL • BALTIMORE, MD



Hosted by:



Sponsored by:





Dear Colleague:

In today's changed economic environment, the job of campus communications or public relations officer requires different strategies to publicize academic subjects and the value of a college degree. When the economy is the foremost topic on people's minds, how will the attention of local, regional, and national reporters and editors be captured to make the case for your college or university?

The 2009 College Media Conference, "**How Colleges Can Obtain National and Regional Publicity**," will help campus PR professionals develop techniques that work, prepare news materials that produce results, and make contacts with some of the nation's top reporters, editors, freelance writers, producers, bookers, educational correspondents, and campus news professionals.

The conference will be held **June 23–24, 2009**, in Baltimore. This year's preconference workshop, "**Promoting Faculty Achievements and Ideas**," will be held on **Monday, June 22**. The workshop will help PR and communications directors publicize experts on campus, create media opportunities for noteworthy faculty members, and promote campus experts in the news media.

In addition to a wide variety of sessions featuring representatives from major media outlets, the conference offers a literature/ideas exchange, a list of national media contacts, handouts of useful information, and plenty of opportunities to network with colleagues from colleges and universities nationwide.

Previously under the direction of Keith Moore Associates, the conference is now cohosted by the Council of Independent Colleges (CIC) and the American Association of State Colleges and Universities (AASCU). CIC and AASCU are two leading higher education organizations committed to serving the independent and state sectors of higher education, respectively. The University of Maryland is the premier sponsor of the event.

The conference will again be held at the Tremont Plaza Hotel in Baltimore's historic Mount Vernon cultural district, just seven blocks from the Inner Harbor.

Registration is available now by completing and sending the form at the back of this brochure. After January 30, online registration with credit card payment will be available.

We look forward to seeing you in June.

Sincerely,

A handwritten signature in black ink that reads "Laura Wilcox".

**Laura Wilcox**, Conference Director and Vice President for Communications, CIC

A handwritten signature in black ink that reads "Susan Chilcott".

**Susan Chilcott**, Conference Moderator and Vice President for Communications, AASCU

# How Colleges Can Obtain National and Regional Publicity

## About the Conference

This 23<sup>rd</sup> annual conference promises to be a major event for campus public relations and communications officers as well as representatives of higher education media. Reporters and editors will participate in panel discussions and explain how colleges and universities can interact effectively with them as they report on higher education issues. In addition, the conference features panel discussions by college and university public relations professionals who share best practices and approaches to publicizing campus activities and pitching stories to the media. Networking with colleagues in communications, marketing, and media and public relations from around the country is one of the major benefits of the conference.

## Hosts



THE COUNCIL OF  
INDEPENDENT COLLEGES

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The **Council of Independent Colleges** is an association of approximately 600 independent liberal arts colleges and universities and higher education affiliates and organizations that work together to strengthen college and university leadership, sustain high-quality education, and enhance private higher education's contributions to society.

The **American Association of State Colleges and Universities** is the leadership association of 430 public colleges and universities "Delivering America's Promise" through their common commitments to access, affordability, and educational opportunity. Enrolling more than 3 million students, these institutions fulfill the expectations of a public university by working for the public good through education, stewardship, and engagement.

## Premier Sponsor



**University of Maryland.** The flagship campus of the state of Maryland, the University of Maryland, College Park, is one of the nation's premier public research universities. Founded in 1856, the University of Maryland attracts more than \$350 million annually in sponsored research funds. This diverse community includes 25,000 undergraduates, 8,000 graduate students, and 11,000 faculty and staff.

## Who Should Attend

The conference is designed primarily for communications officers, public and media relations directors, news bureau managers, writers, university relations vice presidents, assistant deans for external relations, and interested administrators from all colleges and universities.

**“This conference is the gold standard for PR professionals in higher education.”**

## What to Expect

This conference will help communications and public relations professionals prepare news materials that produce results and also to make contact with some of the nation’s top reporters, editors, freelance writers, producers, bookers, educational correspondents, and campus news professionals. Participants learn first-hand from major news organizations and their representatives how to accomplish the following:

- Approach key reporters who cover higher education for national and regional newspapers, web publications, news services, and magazines;
- Create and pitch story ideas to editors and freelancers;
- Propose radio and TV features;
- Pitch article ideas via email, mail, fax, phone, and distribution services; and
- Make use of the various new media to make the case for their institutions.

All speakers are confirmed, but the program may change without notice.

## Baltimore



Frommer’s travel guidebook named Baltimore—a city rich with culture, beauty, history, and fun—as one of the top ten destinations for international travelers. It is also quaint, quirky, and unlike any other city. Tremont Plaza Hotel and Tremont Grand Conference Center are located in the historic Mount Vernon cultural arts district that features nearby shopping, entertainment, dining, and

cultural attractions. Originally built in 1866, the Tremont Grand is within walking distance of Baltimore’s Inner Harbor, Port Discovery Kids Museum, Reginald E. Lewis Museum of Maryland African-American History, Maryland Science Center, Walters Art Gallery, National Aquarium, Little Italy restaurants, Orioles Park at Camden Yards, and the Ravens Football Stadium. View [www.baltimore.org](http://www.baltimore.org) for more details.

PRECONFERENCE • MONDAY, JUNE 22, 2009

## Promoting Faculty Achievements and Ideas

11:30 a.m.–5:30 p.m. • **Registration**

12:30–1:45 p.m.

### Satisfying the Editor's Demands



**Toni Coleman** is editor of *Diverse: Issues in Higher Education*, an award-winning national magazine about diversity-related higher education issues specifically and diversity issues broadly. She also has written for Gannett and *St. Paul Pioneer Press*.



**Jane Karr** is "Education Life" editor at *The New York Times*, where she has worked since 1988. She supervises the quarterly magazine: conceptualizing, assigning, editing all copy, and coordinating photography and art direction.



**Jeff Selingo** has been editor of *The Chronicle of Higher Education* since 2007 and on the editorial staff since 1997. He directs more than 70 editors and reporters who contact print and online audiences concerned with academe.

2:00–3:15 p.m.

### CONCURRENT SESSIONS

#### Publicizing Science and Research Experts



**Jenn Donovan**, director of public relations at Michigan Technological University, brings nearly 20 years of daily newspaper reporting (*San Francisco Chronicle* and *Dallas Times Herald*) and nearly 20 years in academic news offices.



**Michael Griffin**, director of news and digital content services at Clarkson University, has more than 20 years of experience in campus communications. He supervises media relations, is university spokesperson, and led the school's three web redesigns.



#### Creating Publicity for Faculty Members



**Cheryl Bates-Lee**, director of public relations at Tennessee State University, has more than two decades of experience in government, education, media management, and communications. She has been a news editor, television and print reporter, and radio announcer.



**Theresa Wiseman** has directed media relations at College of Notre Dame of Maryland since 2002. Previously she worked for *The Catholic Review* for seven years and was also Archdiocese of Baltimore's communications director.

3:15–4:45 p.m.

### **Beverage Break and Roundtable Discussions**

Roundtable participants will discuss the topic of their choice during Monday afternoon's beverage break. Participants will sign up in advance at the Registration Desk. These are idea exchanges with tablemates sharing insights and information. Places are reserved on a first-come, first-served basis.

Participants will be assigned a table for the initial topic in advance. Roundtables will be held simultaneously in different rooms on the third floor. At approximately 4:15 p.m., participants will be given an opportunity to stay or to switch to another table. The discussion titles are:

- Advancing the President
- Training Small College Faculty "Stars"
- Enlisting Media Experts at a Large Institution
- Designing a Media Plan
- The Web and the News Bureau
- Most Significant Blogs and Websites
- Working with PR and Media Consultants
- Writing and Placing Op-eds
- Communicating in a Crisis
- Evaluating the Institution's PR Impact
- Conducting a Washington Media Tour

5:00–6:15 p.m.

### **New Media and Fresh Ideas for Promoting Faculty Members**



**David Beard** has been a reporter and editor for more than 25 years, covering education, foreign affairs, and business, among his beats. He is the editor of one of the nation's top ten newspaper-based websites, *Boston.com*, for the *Boston Globe*.



**Eric J. Kuhn** began his career as journalist, *Huffington Post* blogger, and new media consultant as a Hamilton undergraduate. He has his own podcast and radio show, "Kuhn and Company."



**Tom Siegfried**, new editor-in-chief of *Science News*, was science editor at the *Dallas Morning News*. He has written several books, including *A Beautiful Math: John Nash, Game Theory, and the Modern Quest for a Code of Nature*.

6:15 p.m.

### **Reception**

Cash bar.

**"This was the most practical and relevant conference I have ever attended. The media contacts alone are gold! I will start using what I learned as soon as I return to the office."**

CONFERENCE • JUNE 23–24, 2009

## How Colleges Can Obtain National and Regional Publicity



TUESDAY, JUNE 23, 2009

7:00 a.m.–5:00 p.m. • **Registration**

7:30–8:30 a.m.

**Continental Breakfast**

8:30–10:00 a.m.

**Getting Coverage for the Institution**



**John Finn** is director of public information at The College of Wooster. He has coordinated media relations since 1999 and has succeeded in pitches to *The New York Times*, *USA Today*, *Washington Post*, *Los Angeles Times*, and *Today Show*.



**Tysen Kendig** is associate vice chancellor for university relations at University of Arkansas. He is the institution's senior communications administrator charged with developing and implementing strategies to increase public support.

10:00–10:30 a.m.

**Beverage Break**

10:30 a.m.–Noon

**Understanding National Education Reporters**



**Kim Clark**, *U.S. News & World Report's* senior education writer, is a veteran journalist with more than 20 years of experience. Before joining *U.S. News* in 1998, she wrote for *Portland (Maine) Press Herald*, *Baltimore Sun*, and *Fortune*.



**Debra Rosenberg**, named *Newsweek's* assistant managing editor in 2006, oversees the magazine's coverage of health, medicine, education, family, society, and ideas. She was deputy Washington bureau chief and White House correspondent from 1998 to 2001.



**Claudio Sanchez** is education correspondent for National Public Radio. He focuses on the "three p's" of education reform: politics, policy, and pedagogy. His reports air on NPR's award-winning news shows, *Morning Edition*, *All Things Considered*, and *Weekend Edition*.

Noon  
**Lunch**

1:30–2:30 p.m.  
**Crystal Ball Gazing:  
Future of the News Media**



**Charles M. Madigan** is Presidential Writer in Residence at Roosevelt University. He is well-known as a veteran *Chicago Tribune* journalist. He is an editor, writer, and author of the recent book, *-30-: The Collapse of the Great American Newspaper*.



**Lee Thornton** is a broadcast journalism professor and interim dean of the University of Maryland's Philip Merrill College of Journalism. She is an award-winning NPR show host, former CBS News White House correspondent, and CNN program producer.

2:45–3:30 p.m.  
**Public Policy and the Year Ahead**



**Scott Jaschik**, editor, is one of the founders of *Inside Higher Ed*, an online daily attracting more than 2 million monthly page views. He leads editorial operations that oversee news content, opinion pieces, resources, and interactive features.



**Timothy McDonough**, assistant vice president for public affairs of the American Council on Education, manages a communications program to enhance public understanding of higher education issues and has extensive experience with policy debates in Washington.

3:30–4:00 p.m.  
**Beverage Break**

4:00–5:30 p.m.  
**Approaching Network TV Shows**



**Cory Charles** is senior editorial director and executive producer for CNN International Guest Planning, where she is responsible for guest interviews seen around the world in over 200 countries. She came to CNN in 1990.



**Callie Crossley**, Emmy and Peabody award-winning television journalist, provides commentary on CNN's *Reliable Sources* and public television's *NewsHour with Jim Lehrer*. Bostonians know her for her weekly television work on WGBH-TV's *Beat the Press*.



**Dee Dee Thomas** became NBC's "Today Show" supervising producer last December. "Today Show," the first morning news and entertainment TV program in the world, began in 1952. It has been the highest-rated show of its kind since 1995.

5:30 p.m.  
**Reception**

(Sponsored by the University of Maryland)

**“This conference far outlived my expectations! The interaction with my peers in media relations /PR—as well as high-level reporters from e-based, print, and broadcast media—was eye-opening.”**

# WEDNESDAY, JUNE 24, 2009

7:00 a.m. • **Registration**

7:30–8:30 a.m.

## **Continental Breakfast**

8:30–9:15 a.m.

## **PIOnet Review: What's on Media Officers' Minds?**

The Internet listserv, PIOnet, is a forum for the discussion of professional issues related to media relations programs for public information officers (PIO) at higher education and research institutions around the globe. PIOnet communicators will share conclusions and trends from the past year's online discussions.



**Brian Eckert**, director of media and public relations at the University of Richmond, has spent 17 years in campus public relations. He also has worked as a newspaper reporter, travel writer, magazine editor, and radio-TV anchor, producer, and news director.



9:30–10:45 a.m.

## **Crisis Communications: When It Hits the Fan**

Speakers will be announced, to be determined by the crisis or crises from recent news accounts.

10:45–11:15 a.m.

## **Beverage Break**

11:15 a.m.–12:30 p.m.

## **Understanding Daily Newspapers**



**Elizabeth Bernstein** has been a reporter for *Wall Street Journal* for eight years. Since 2006, she has covered consumer health, focusing primarily on mental health. She has also written extensively about teen and college student health issues.



**Mary Beth Marklein** has covered higher education for *USA Today* since 1997. She also blogs for the paper. Marklein has written freelance articles for the *San Francisco Chronicle* and *Baltimore Sun* and has taught journalism for ten years at American University.



**Kevin Merida**, national editor at the *Washington Post*, has been a political reporter, a feature writer for its "Style" section, and a columnist for the Sunday magazine. He recently published a book on Supreme Court Justice Clarence Thomas.

12:30 p.m.

## **Adjourn**

# Conference Registration Information

To register now, use the registration form in this brochure. Make checks payable to "Council of Independent Colleges" or provide credit card information. Mail form and check or credit card information to:

## College Media Conference

Council of Independent Colleges  
One Dupont Circle, NW, Suite 320  
Washington, DC 20036-1142

Or fax the form and credit card information to (202) 466-7238.

After January 30, 2009, you may register and pay with a credit card online at [www.collegemediaconference.org](http://www.collegemediaconference.org).

Email confirmation will be sent to you upon receipt of payment. If you have questions regarding registration, please contact Veronica Relph, CIC Conference Coordinator, by phone at (202) 466-7230 or by email at [vrelph@cic.nche.edu](mailto:vrelph@cic.nche.edu).

## Hotel Information



The **Tremont Plaza Hotel**, located at 222 Saint Paul Street, Baltimore, MD 21202, is approximately a ten mile, 25-minute cab ride from Baltimore-Washington International Airport. It is five minutes by cab from the Amtrak Train Station. All rooms are suites featuring one or two large beds, full bathroom, kitchenette, and seating area with high speed Internet access in all rooms. Suites are \$149 per night (single/double), plus 12.5 percent tax until **May 25, 2009**. These group rates also are available for the two nights prior to and following the conference, based on hotel availability. Reservations received after May 25 will be accepted on a space available basis and are subject to available rates. Please note that check-in time is 4:00 p.m. and check-out time is noon.

Participants should make their own reservations. Mention the **College Media Conference** or Council of Independent Colleges to receive the group rate. Contact the Tremont Plaza Hotel at (410) 727-2222 or (800) 873-6668 Monday through Friday, 8:00 a.m. to 5:00 p.m. (EST).

## Cancellation Policy

Full refunds, minus a \$75 processing fee, will be given for cancellations received on or before May 11, 2009. Cancellations received after May 15 are ineligible for a refund. Please send cancellation requests, in writing, to the attention of Veronica Relph, CIC Conference Coordinator, by fax to (202) 466-7238, or by email to [conferences@cic.nche.edu](mailto:conferences@cic.nche.edu). Registrations are transferable within an institution.

# REGISTRATION FORM

College Media  
CONFERENCE

2009

Institution: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

1. Name: \_\_\_\_\_  
*(Please print name as it should appear on name badge.)*

Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email address: \_\_\_\_\_

2. Name: \_\_\_\_\_  
*(Please print name as it should appear on name badge.)*

Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email address: \_\_\_\_\_

## Mark below:

*A group of two or more people from the same institution receive a discount of \$50 per person.*

- Save \$100 by registering me for *both* the conference and pre-conference.  
 Individual fee: \$675       Group fee: \$625 per person
- Please register me for the conference only: "How Colleges Can Obtain National and Regional Publicity."  
 Individual fee: \$550       Group fee: \$500 per person
- Please register me for the preconference only: "Promoting Faculty Achievements and Ideas."  
 Individual fee: \$225       Group fee \$175 per person

## Please indicate method of payment:

- Check or money order in the amount of \$\_\_\_\_\_ payable to Council of Independent Colleges. Please mail payment with this form.
- Pay by credit card in the amount of \$\_\_\_\_\_. Please mail or fax this form.

You may register by credit card online at [www.collegemediaconference.com](http://www.collegemediaconference.com) after January 30, 2009. Please charge my card the total fee shown above.

American Express     MasterCard     Visa

Name on Card: \_\_\_\_\_

Account Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_

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