March 9-11, 2023 • Hyatt Regency Embarcadero San Francisco


ACP Spring National College Media Conference

Associated Collegiate Press
acp.studentpress.org

California College Media Association
Journalism Association of Community Colleges
Greetings — and a special welcome to the ACP Spring National College Media Conference!

It’s great to be together once again, and we’re back with some dynamic keynote speakers, breakout sessions, contests and critiques.

Dive into the sessions on the conference app, and you’ll find a focus on reporting, audience engagement, design, advertising and business, digital media, and sports journalism.

Here’s a special welcome, too, to our friends at the Journalism Association of Community Colleges and the California College Media Association.

We’re blessed to have a gathering of our three groups so we can learn and collaborate together.

We’re excited to announce the 2022 ACP Yearbook Pacemakers at this spring conference. We’ll celebrate some of the nation’s best work in collegiate journalism, and then, this fall, we’ll continue the celebration as we announce the 2022 ACP Pacemakers in seven categories, including Business, Innovation.

Check them out at acp.studentpress.org.

At the same awards ceremony Saturday afternoon, we’ll announce the ACP Best of Show Awards for this conference. That includes our People’s Choice Awards. So get your publications entered, and then vote for the best.

Again, it’s great to be with you. Make the most of the conference!

Laura Widmer
ACP Executive Director

Welcome to our San Francisco conference

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Celebrate collegiate media

ACP Best of Show
All student media outlets with students attending the convention are eligible to enter the Associated Collegiate Press Best of Show competition.

Use this QR to go to the Best of Show page. You’ll find contest categories, rules and submission links.

The contest is $30 for ACP members and $45 for nonmembers.

Individual Recognition categories were due Feb. 27, and Staff Recognition categories are due at the convention — by noon Friday.

Bring two copies of your newspaper, yearbook and/or magazine to the Best of Show desk near convention registration in the Grand Foyer.

On-site media critiques
If you signed up through online registration, you can take advantage of the on-site critiques at the conference.

People’s Choice Awards
You get to help pick the top publication in attendance at the ACP Spring National College Journalism Convention in our People’s Choice Awards.

Website and broadcast URLs are submitted with the QR code to the Best of Show page.

Winners will be announced at Saturday’s awards ceremony, at 2 p.m. in the Grand Ballroom.

Submit your publication when you enter Best of Show, and then gather with your staff from 1-4 p.m. Friday to view publications and make your all-staff vote.

The vote-winners will be announced at the ACP Awards Ceremony, 2 p.m. Saturday, in the Grand Ballroom.

On-site critiques
You can take advantage of the on-site critiques at the conference.

Media professionals and student media advisers will offer insights on what works and how you might improve.

The deadline to sign up for critiques was Feb. 24, and critique assignments were emailed and posted to acpconference.org on March 6.

Critiques will be in the Grand Foyer registration area.

That’s why FIRE created the Student Press Freedom Initiative — or SPFI for short.

Here are some of the ways SPFI has your back: SPFI’s 24-hour hotline — 717-734-SPFI — can quickly step in if you’re facing censorship and provide rapid resources for your legal questions. SPFI’s clickable guide to common media law and First Amendment questions, CanIPublishThis.com, helps you learn more about topics like defamation and privacy law. We offer free trainings on topics like accessing public records and avoiding legal missteps.

Learn more about what SPFI has to offer at studentpress.thefire.org.
Earn your bachelor’s degree in Journalism, Photojournalism, or Bilingual Spanish Journalism from SF State Journalism – a program with equity at its core – on a campus celebrated for its legacy of activism and action toward change.

¿Hablas español? ¿Estás interesado en cubrir la comunidad Hispana/Latina para medios en inglés y en Español? El departamento de Periodismo en San Francisco State University ofrece una licenciatura en periodismo bilingue que puede ayudarte a alcanzar esa meta.
Thursday
8 a.m.-5 p.m.
Enter ACP Best of Show Awards
Grand Foyer
Conference registration & exhibits
Grand Foyer
Exhibits open  Grand Foyer
10 a.m.-12:30 p.m.
Pre-conference workshops
Visual storytelling with the International Society for News Design
Pacific C
Changes and challenges: A crash course on leading your team through it all  Pacific D
Engage your audience and improve your content  Pacific E
Developing inclusive leaders  Pacific I
Practical legal tools to protect your reporters  Pacific J
Know what it takes to be career-ready  Pacific L

3-3:50 p.m.
1-2-3-Breaking: How to handle the chaos of breaking news  Pacific E
Mobile-first design for data visualizations  Pacific I
Long-term residents: Photography and journalism  Pacific J
How to cover a music festival before you’re old enough to drink at one  Pacific K
Strategies for creating standout videos  Pacific M
The art of the sports interview  Pacific N

4-4:50 p.m.
Roundtable: Editors Pacific A
Transparency and trust: Increase transparency and build trust with your audience  Pacific D

Friday
8 a.m.-noon
Enter ACP Best of Show Awards
Grand Foyer
8 a.m.-5 p.m.
Conference registration & exhibits
Grand Foyer
Exhibits open  Grand Foyer
8-8:50 a.m.
Morning hospitality. First come, first served. Grand Foyer
CCMA breakfast  Pacific A
9-11:50 a.m.
Roundtable: Women journalists
Pacific A
JACC copy-editing contest
Pacific C
Ask the tough questions  Pacific D
What we’re looking for in hiring visual storytellers  Pacific E
Public records and private schools  Pacific H
The person in the room: Perspective and narrative in photo stories and essays  Pacific I
Analytics, analysis and anecdotes: Advancing game and team coverage  Pacific J
Building and growing your digital sales (2 hours)  Pacific K

10-10:50 a.m.
Roundtable: Photojournalists
Pacific A
JACC student board meeting
Pacific E
Chicken salad: Radical redesign and rewriting  Pacific D
Building an alumni network to support collegiate journalists  Pacific E
Beyond traditional illustration  Pacific H
Reels, reels, reels: Video storytelling for social media  Pacific I
The new frontier of sports media  Pacific J
Thrown into the deep end  Pacific L
Women’s work: How to lead the media  Pacific M
Watch your language  Pacific N
How to start a podcast  Pacific O

10-11 a.m. / 2-4:30 p.m.
ACP on-site media critiques
Grand Foyer
11 a.m.-12:20 p.m.
Keynote speaker
Odette Alcazaren-Keeley
Grand Ballroom A
Nook
Deadline to enter ACP Best of Show Awards in
Staff Recognition
Grand Foyer
12:30-1:20 p.m.
Roundtable: Digital journalists
Pacific A
Editor-in-chief 1: Rule with an iron fist: Wear a velvet glove  Pacific D
Add sparkle to your feature magazine design  Pacific E
1-4 p.m.
People’s Choice voting
Grand Foyer

You capture the moments because history doesn’t, in fact, repeat itself.
Friday
1:30-2:20 p.m.
Disrupting the good ol’ boys club
Grand A
Roundtable: LGBTQ+ journalists
Pacific A
Ask the lawyer Pacific C
Solutions Journalism in your newsroom
Pacific D
AI tools for journals: 10 ways you can use them in your newsroom Pacific E
Recruiting and training advertising staff Pacific H
Crafting the frame: Composition, moment and gesture in photo and video Pacific I
Collaborative coverage on homelessness and poverty Pacific J
Life’s too short for boring social media Pacific K
Start the year here
2:45-3:30 p.m.
ACP on-site media critiques
2-4:30 p.m.
ACP on-site media critiques Grand Foyer
2:30-3:30 p.m.
Latinx journalists roundtable Pacific A
Monetizing your publication’s newsletter on Overlooked (sponsored) Pacific C
The best of the best: Magazine and yearbook Pacemakers Pacific D
Landing your first journalism job Pacific E
Correct me if I’m wrong Pacific H
Visual storytelling techniques: From idea to edit Pacific I
Post with intention: Crafting platform-specific social strategy Pacific J
Don’t just see the world. Cover it. Pacific M
FOIA and Access to Information 101 Pacific N
3:30-4:20 p.m.
Roundtable: Black journalists
Pacific A
The best of the best: Newspaper and online Pacemakers Pacific D
Maximize your community college journalism career Pacific E
Edit 30 seconds of news video in 50 minutes Pacific H
Credentiaing professional journalists: A call to action Pacific I
The 21st century game story
Pacific J
Successful regional magazines Pacific K
Now what? Managing the unexpected Pacific L
Put to practice: Interviewing strategies for success (2 hours) Pacific M
It’s not about you: Perspectives and identities that inform journalistic media Pacific N
3:30-5:20 p.m.
JACC board meeting Pacific C
4:30-5:20 p.m.
Roundtable: Design journalists
Pacific A
Trauma-informed reporting Pacific D
Public Records 101: You’d be surprised how much information you can get Pacific E
“Distrust everything I say. I am telling the truth.” Pacific H
Photojournalism ethics and the Bok model Pacific I
Creating Pacemaker winning books and a centennial book Pacific J
Stop, collaborate and listen: How student journalists amplify community voices in local news Pacific L
5:30-6:45 p.m.
Journalism innovation hackathon: A brainstorming contest Grand A
Adviser reception Waterfront A
Sponsored by BLOX Digital
Saturday
8 a.m.-3:30 p.m.
Conference registration Grand Foyer
8-8:50 a.m.
Morning hospitality. First come, first served. Grand Foyer
ACP Advisory Committee Pacific A
Finding my voice in an industry that didn’t prioritize me Pacific C
360-degree storytelling Pacific D
Keep it together. Stress, deadlines and the unexpected Pacific E
To print or not to print Pacific F
Becoming a bilingual (English/Spanish) journalist Pacific J
Listening is as important as seeing in news photography Pacific K
The old can be new for your design Pacific L
Power in numbers: Building compelling data-driven stories Pacific M
What generative AI could mean for student media Pacific N
Mentoring and professional development in the collegiate press Pacific O
Olympics, conventions and college-planned news events Pacific J
Visual storytelling through photography Pacific K
The Bay Area Reporter: LGBTQ+ community journalism Pacific L
Add research to your toolbox Pacific M
Adviser’s legal roundtable Pacific N
Much more than choosing fonts Pacific O
9-11 a.m.
ACP on-site media critiques Grand Foyer
9 a.m.-noon
Advertising room Regency A
10-10:50 a.m.
Roundtable: Sports journalists
Pacific A
BLOX Digital Act ing results.
OUR SCHEDULE  Consult the app for the latest information.

Saturday
11-11:50 a.m.
Keynote
Covering tragedy
Grand Ballroom A

Noon-12:50 p.m.
Roundtable: ACP Student Advisory Committee  Pacific A
Love and journalism  Pacific C
Fitting in the news: Creating personalized interactives  Pacific D
Saving journalism by rethinking it: The post-traditional journalism movement  Pacific E
The accessibility beat, beyond the screen reader  Pacific H
JACC photo judging  Pacific I
Contests and culture  Pacific J
Breaking into music journalism wherever you are  Pacific K
Keep your design headlines or art heads simple  Pacific L
Broadcast reporting  Pacific M

What’s mine is mine and what’s yours is mine? A student-media guide to copyright  Pacific N
Staffing in a perfect world  Pacific O

1-1:50 p.m.
Roundtable: Social media  Pacific A
Writing for The Athletic  Pacific C
News reporting and storytelling from the ethics of care perspective  Pacific E
Covering the trans community  Pacific H
Using strong reporting and community engagement to connect with the skeptical, distrustful and discouraged  Pacific I
Managing and motivating your peers in advertising and marketing  Pacific J
Intro to R for data journalism  Pacific K
Beyond the newsroom: Journalism scholarship and creative activities  Pacific L
In the thick of it: Use video to immerse viewers in your story  Pacific M
Public Records 101  Pacific N
What’s going on with these designs?  Pacific O

2-3:30 p.m.
ACP awards ceremony  
Grand Ballroom A

3:30-5 p.m.
JACC awards ceremony  
Pacific D

5-7 p.m.
CCMA awards ceremony & reception  
Waterfront

Join us for the nation’s largest gathering of collegiate journalists and advisers

Fall National College Media Convention

Atlanta 23

Oct. 29-Nov. 1, 2023 • collegemediaconvention.org
Associated Collegiate Press • College Media Association