

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



Refresh. Recharge. Renew.

ACP Spring National College Media Conference

acp

Associated Collegiate Press
acp.studentpress.org

California College Media Association
Journalism Association of Community Colleges

Refresh. Recharge. Renew.

ACP Spring National College Media Conference

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

Thursday, March 9

8 a.m.-5 p.m.
Registration & exhibits

10 a.m.-12:30 p.m.
Pre-convention workshops

3-5:50 p.m.
Breakout sessions



6 p.m.
Opening session & keynote speaker **Rick Green**, sponsored by the **Student Press Freedom Initiative**

7:30 p.m.
All-attendee reception

Friday, March 10

8 a.m.-5 p.m.
Registration & exhibits

8-8:50 a.m.
Morning hospitality

9-10:50 a.m.
Breakout sessions

10-11 a.m. / 2-4:30 p.m.
On-site media critiques

11 a.m.-12:20 p.m.
Keynote speaker
Odette Alcazaren-Keeley

Noon
Deadline: Best of Show Staff Recognition entries

12:30-5:20 p.m.
Breakout sessions

1-4 p.m.
Best of Show People's Choice voting



5:30-6:30 p.m.
Adviser reception, sponsored by BLOX Digital

Saturday, March 11

8 a.m.-3:30 p.m.
Registration

8-8:50 a.m.
Morning hospitality

9 a.m.-10:50 p.m.
Breakout sessions

9-11 a.m.
On-site media critiques

11-11:50 a.m.
Keynote
Covering tragedy

Noon-1:50 p.m.
Breakout sessions

2 p.m.
Associated Collegiate Press awards ceremony, presenting ACP's Yearbook Pacemakers & ACP Best of Show awards

3:30 p.m.
Journalism Association of Community Colleges awards ceremony

5 p.m.
California College Media Association banquet and awards ceremony

Get the full schedule & updates on the app



EventMobi
Apple

Use the EventMobi app for the latest information on the ACP Spring National College Media Conference.

Download EventMobi and then search and select our conference.



EventMobi
Android

Thank you to our sponsors

SILVER SPONSORS



brought to you by **FIRE**



BRONZE SPONSORS



And thank you to our exhibitors



Welcome to our San Francisco conference

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

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.



Best of Show info & links

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. (The second copy is for 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.

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.

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 media critiques

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



On-site critiques

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.

THE NEWSPAPER Manager

World's Leading Media Management Suite

954-332-3204
www.newspapermanager.com

Software Advice BEST CUSTOMER SUPPORT 2023
Software Advice MOST RECOMMENDED 2022
Software Advice 4.7
Capterra 4.7

THE MAGAZINE Manager **MARKETING MANAGER** **CHARGE BRITE**



brought to you by FIRE

Being a student journalist is tough.

The last thing you need is legal issues making it harder.

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.

SPFI (you can pronounce it "spiffy," if you want!) is brought to you by the nonpartisan, nonprofit Foundation for Individual Rights and Expression.

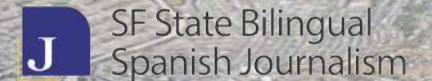
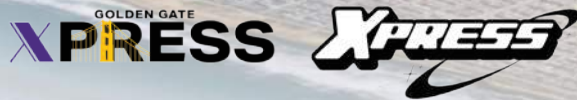
JOURNALISM

SPOKEN
HERE.

HABLEMOS
DE PERIODISMO.



IMAGE: Google Earth



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

Going vertical: Breaking into TikTok & IG reels Pacific E

Advertising sales basics (2 hours) Pacific H

AI presents an opportunity for media change Pacific I

Urban photo magazine stories: Tough stories on the streets Pacific J

Magazine writing: Help for newbies and help for editors Pacific K

Make a better sports page (2 hours) Pacific L

College Student Press Freedom 101: Hands off Pacific M

5-5:50 p.m.

Roundtable: Yearbook and magazine Pacific A

The columnist Pacific C

How student journalists can rock social media Pacific D

Striking a balance: Meeting student needs in a changing profession Pacific E

Life in front of the camera Pacific I

Going mobile: Build a native app from start to finish Pacific J

Talking to strangers: The eager, the reluctant and even the haters Pacific M

Can I publish this? A self-directed pre-publication review to avoid legal trouble Pacific N

6-7:20 p.m.

Keynote speaker

Rick Green

Grand Ballroom A

Sponsored by the **Student Press Freedom Initiative**

7:30-8:30 p.m.

All-attendee reception

Lower/Upper Atrium

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

9-9:50 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

Where have all the journalists gone? Pacific L

TV investigative news: Yes, you can do it. No, it won't kill you. Pacific M

The ABCs of L-I-B-E-L Pacific N

El Leñador: Improving diversity in the newsroom & in reporting Pacific O

9 a.m.-noon

Advertising room Regency A

10-10:50 a.m.

Roundtable: Photojournalists Pacific A

JACC student board meeting Pacific C

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

Noon

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-grief 1: Rule with an iron fist. Wear a velvet glove. Pacific D

Add sparkle to your feature magazine design Pacific E

Reporting on private college and university campuses Pacific H

A shot in the dark: Low-light performance photography Pacific I

The art of sports audio Pacific J

How to thrive in a TV newsroom Pacific K

Investigative vs. mandatory reporting: How universities weaponize Title IX against journalists Pacific L

Why cultural diversity and inclusion is more important than ever Pacific M

Reflections on covering a pandemic Pacific O

1-4 p.m.

People's Choice voting Grand Foyer

SUPPORTING
YOUR
TRADITION

CONGRATULATIONS

to our ACP Pacemaker honorees.

Indiana University
Arbutus • Bloomington, IN

Kansas State University
Royal Purple • Manhattan, KS

Northwest Missouri State University
Tower • Maryville, MO

University of Michigan
Michiganensian • Ann Arbor, MI

HERFF **H** JONES.

*You capture the moments
because history doesn't,
in fact, repeat itself.*



AT YOUR HANDS,
HISTORY IS MADE.

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 journos:
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
with a staff retreat Pacific L

DEI journalism for a living
Pacific M

Q&A: Ask the (former) interns
Pacific N

Your story, your voice Pacific O

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 L

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 50 seconds of news video
in 50 minutes Pacific H

Credentialing 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

9-9:50 a.m.

Combating sexism in sports
journalism Pacific C

Editor-in-grief 2: Embrace the
fear and relish the chaos.
Pacific D

How to cover protests Pacific E

Special sections that lead to class
credit, events and big revenues
Pacific H

Covering the unconscionable
Pacific I



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

Advisers' 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

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 I

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

Introducing the new TownNews ~~BLOX~~ Digital

TownNews is now **BLOX Digital**. Though our name and look has changed, our commitment to the media industry is as strong as ever.

As BLOX Digital, we're even better positioned to deliver the integrated solutions that power your ongoing digital transformation.

We've reimagined who we are to meet the challenges of tomorrow and beyond. Let us help you do the same. [Learn more at BLOXDigital.com](https://www.bloxdigital.com).



**Activating content.
Delivering results.**

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

Atlanta23

Oct. 29-Nov. 1, 2023 • collegemediaconvention.org

Associated Collegiate Press • College Media Association