March 7-9, 2024 • Hyatt Regency La Jolla at Aventine

La Jolla’24
ACP’S SAN DIEGO GETAWAY

ACP Spring National College Media Conference

Associated Collegiate Press
acp.studentpress.org

California College Media Association
Journalism Association of Community Colleges
La Jolla’24

Thursday, March 7
8 a.m.-6 p.m.
Registration & exhibits
Noon-4:50 p.m.
Breakout sessions
Student lounge
5 p.m.
Opening session & keynote speaker
SPJ President
Ashanti Blaize-Hopkins
“Next Gen Journos: The Future of the Fourth Estate is Now,”
sponsored by FIRE
6:30 p.m.
All-attendee reception,
sponsored by CalMatters and Overlooked

Friday, March 8
8 a.m.-5 p.m.
Registration & exhibits
Student lounge
8-8:30 a.m.
Morning hospitality,
first come, first served
9-10:50 a.m.
Breakout sessions
10-11 a.m. / 1:30-4:30 p.m.
On-site media critiques
pre-registration required
11 a.m.-12:20 p.m.
Keynote speaker
Jerry Brewer,
The Washington Post,
sponsored by Overlooked
Noon
Deadline: Best of Show
Staff Recognition &
People’s Choice entries
12:30-4:20 p.m.
Breakout sessions
1-4 p.m.
People’s Choice voting
4:30-5:20 p.m.
Student roundtables
5:30-6:30 p.m.
Adviser reception,
sponsored by BLOX Digital

Saturday, March 9
8 a.m.-noon
Registration
8-8:30 a.m.
Morning hospitality,
first come, first served
9 a.m.–1:50 p.m.
Breakout sessions
9-11 a.m.
On-site media critiques
pre-registration required
Noon & 1 p.m.
Student roundtables
2 p.m.
Keynote and ACP awards ceremony:
“Reporting the news while being the news,”
Emmy Martin,
The Daily Tar Heel
ACP Pacemakers, Pioneer Awards,
Individual Awards in Advertising & Business,
Best of Show and People’s Choice Awards
5 p.m.
JACC awards ceremony
6:30 p.m.
CCMA banquet & awards

Get the full schedule & updates on the app

Use the EventMobi app
for the latest information
on the ACP Spring National College Media Conference.
Download EventMobi
and then search for acp24
to select our 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. Check out the Design Museum in Regency D-G during the conference.

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 following Pacemakers on Saturday: Online, Student Media Business and Yearbook.

We will also announce our new inductees into the ACP Pioneer Award, as well as our ACP Friend of College Media recipient.

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. Let me know how ACP can help you.

Laura Widmer
ACP Executive Director
People’s Choice Awards

Back by popular demand — help pick the top print publications in attendance at the ACP Spring National College Media Conference in our People's Choice Awards.

The People’s Choice Awards is open to print publications competing in Best of Show competition.

When entering Best of Show, submit a second copy of your print publication for People’s Choice voting by the noon Friday deadline.

Then gather as a staff in the Regency Foyer from 1-4 p.m. Friday to view the publications and make your all-staff votes.

To cast your votes, put the ACP chips in the cups adjacent to your favorite publications.

The top vote-winners will be announced at the ACP Awards Ceremony along with the separate Best of Show contest winners at 2 p.m. Saturday.

ACP Best of Show

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

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

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

Individual Recognition categories were due Feb. 26, 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 Regency 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 Regency D-G.

On-site critiques

If you signed up when registering for the conference, your staff may take advantage of the on-site critiques.

Media professionals and student media advisers will offer insights on what works and how you might improve. Each session is 25-minutes. Please arrive five minutes before your appointment time.

Staffs selected their times when registering. Use this QR code to view those critique appointment times.

Critiques are offered on Friday and Saturday in the La Jolla Ballroom.
Conference schedule
Consult the app for speakers, session descriptions and the latest information.

Thursday

8 a.m.-5 p.m.
Conference registration & exhibits

Noon-5 p.m.
Student lounge

Noon breakout sessions
Private schools and public records
Pissing off the USC football coach and keeping your job
The future of journalism and technology
Design: Walk the walk
The sports content sweet spot

Building trust with your audience

1 p.m. breakout sessions
Public Records 101
Doing a doc: How to create a documentary film
Workspace integrity training
Sports media, the future and you
Nine skills you need to land your first newsroom job
The art of engaging story forms
Audience engagement
Put some wind in your yearbook sales

2 p.m. breakout sessions
Student Press Freedom 101
Correct me if I’m wrong

How to make it in the media industry
WEDding bells:
Writing, editing and design
Design basics: Typography
Best of the best: Yearbook and Magazine Pacemakers
Build a newsroom culture that values differences and dissent
Broadcast for dummies

3 p.m. breakout sessions
Copyright 101
Canva for newsrooms
Journalism innovation hackathon
The marvels of magazine life

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Legal question on deadline?

Start with CanIPublishThis.com

Can I Publish This is a project of the Student Press Freedom Initiative (SPFI) at the Foundation for Individual Rights and Expression, a non-profit, non-partisan organization dedicated to defending First Amendment rights for all Americans — including your right to freedom of the press.”

Have a legal question or facing censorship? Give our student press hotline a call at

717-734-SPFI (7734)

CanIPublishThis.com is not legal advice. No online tool can substitute for effective advice from an attorney who can evaluate the nuances of your situation. If you believe you would benefit from speaking to an attorney, please contact FIRE so that we can attempt to connect you with a lawyer in your jurisdiction.
Questions about press law?

Day or night, get free help with questions about:

- Defamation and libel
- Copyright
- Public records
- Administrative pressure
- Organizational concerns
- Other media law questions

Free hotline for student journalists, media, and their advisers.

717-734-SPFI (7734)

The news doesn’t sleep, so we don’t either. We’ve got your back, literally 24/7.

Find more free resources on the First Amendment and media law at studentpress.thefire.org

The SPFI hotline provides resources and information about legal issues, and—in situations that call for it—helps connect student journalists and their advisers with legal counsel. The hotline does not provide direct legal advice, and calls do not create an attorney-client relationship.
Friday

8 a.m.
Conference registration, exhibits & student lounge
Morning hospitality first come, first served
California College Media Association meeting

9 a.m. breakout sessions
Getting the most from a staff you didn’t hire
How to succeed at a university and avoid the slacker trap
Audience Engagement 101: Finding your online audience
Keeping the yearbook afloat
Don’t get sued
50 years of writing for LGBTQ publications
An introduction to deliberative journalism
A new approach to local TV news
From mobile to print: Crafting effective information graphics with practical tools
Walking the tightrope: Newsroom management for students and advisers
Ethics in photojournalism
Building revenue by running a client’s social media

10 a.m. breakout sessions
Freedom of Information law: A user’s guide
ACP on-site media critiques
Freelance broadcasting in Southern California
Roundtable: Yearbook Parody news: The Fifth Estate Podcasting for student media organizations Products of deliberative journalism

Talking to strangers: How to get the eager, the reluctant and even the haters to give a good interview
Typography: From essential readability to word as art
Should Spanish language media be open to the use of Spanglish?
Just doob it

11 a.m.
Keynote: Jerry Brewer, The Washington Post
Sponsored by Overlooked
Regency D-G

Noon
DEADLINE: ACP Best of Show Staff Recognition and People’s Choice entries, Regency Foyer

12:30 p.m. breakout sessions
Trends in censorship of the college press
Think like a photo editor
Audience Engagement 201: Knowing your online audience
Creating an award-winning yearbook your student body loves
Crafting your narrative: The importance of personal branding
How to be a strong newsroom leader
Decisions ‘24: Localizing the presidential election
Adding impact to your magazine design
The role of journalists in news literacy education
Turn your smartphone into a multimedia powerhouse for around $100
Maximizing your special sections for profit and engagement
1-4 p.m.
People’s Choice Awards voting, Regency Foyer

1:30 p.m. breakout sessions
Public Records 201
Excellence and mental health can coexist: discussion for editors
Redefining community in the practice of journalism
Finding revenues where you’ve never thought to look before
How to build a Hall of Fame partnership
Election 2024: Gen Z decides
Deliberative journalism in the newsroom & the wicked problems mindset
Navigating the crossroads: Mastering news journalism and magazine writing
What hiring managers are really looking for
Building a powerful alumni base
Careers in photojournalism
Traditional art in an age of digital media

2-4 p.m.
ACP on-site media critiques by pre-registration only

2:30 p.m. breakout sessions
Jour-Ed Collaborative: Creating community for students, educators and professional media makers
A playbook for starting your sports podcasting journey
Getting pushback from administration? Push back.
Grammar bee
Breaking into music journalism, wherever you are
Find a face:
How to write great profiles
Understanding your first employment contract
One story, four platforms, 45 minutes
Fitting in the news: Creating personalized interactives
How to land a great internship or fellowship
It all starts with one

3:30 p.m. breakout sessions
Covering sexual assault, legally
Your sports design sucks
Breaking the bounds
Gathering good article topics for your student magazine
Beyond ChatGPT
Mastering the art of online live reporting
Working in Spanish-language journalism
Investigative journalism for undergraduates: Training and mentoring
Good designers copy. Great designers steal.
Creating multimedia ad campaigns for your digital clients

4:30-5:20 p.m.
Student journalist roundtables
LGBTQ+ • Latinx
Black • APHI
Adviser roundtable
La Jolla Ballroom

Saturday

7:30-9 a.m.
ACP Advisory Committee breakfast & Pioneer recognition, La Jolla Ballroom

8 a.m.
Conference registration & student lounge
Morning hospitality first come, first served

9 a.m. breakout sessions
Breaking news coverage and tight deadlines
To theme or not to theme
Reporting on trans issues
News in the first person: Developing personal narrative
Solutions Journalism and the Student Media Challenge
Environmental portraits
Design museum
Navigating study abroad for student journalists
Path to becoming a multimedia journalist
Writing about trauma in nonfiction

10 a.m. breakout sessions
The ABCs of L-I-B-E-L
Smart interviewing: Simple rules for interviewing almost anybody
Theme-driven coverage
Cover the capitol from your campus
How we reported “Inflamed: Abandonment, Heroism and Outrage in Wine Country’s Deadliest Firestorm”
Step-by-step process for freelancing
Crafting the frame: Aesthetics for visual journalists

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Newsletters Reimagined: Lower Costs, Higher Revenue, Unwavering Trust

Join us on our mission to limit disinformation on social media!

Get Your Newsletter On Overlooked Today!

Join campuses like The Battalion (Texas A&M), The Daily Mississippian (Ole Miss) and discover the future of news dissemination with our social network for verified news organizations. Say goodbye to expensive, complex email solutions and hello to:

- **Cost-Effective Distribution**: Maximize engagement with modern email features at a fraction of the cost.
- **Simple Monetization**: Connect effortlessly with advertisers keen on your valuable audience, opening new revenue streams.
- **Trusted Platform**: Exclusively for verified news organizations, ensuring quality and reliability.

**CONTACT US NOW**

For More Information: Contact George Sehremelis | gsehremelis@overlooked.com | www.overlooked.com
A Letter from Our CEO

During my time at the University of Southern California, I found myself increasingly disturbed by the relentless tide of misinformation flowing through social networks.

Amid this digital disarray, one truth stood out to me: local publications, which always kept its community and credibility at the forefront.

This realization ignited a spark within me, a vision that became the start of Overlooked. From the very beginning, I believed that the path to bolstering democracy globally was intricately linked to revitalizing the economic model of U.S. local newspapers. This belief is not just a foundation for our company; it's a personal commitment. We are here to champion local journalism, ensuring it not only survives but thrives in our increasingly digital world.

By partnering with us, you're doing more than enhancing operational efficiencies or reducing costs. You're aligning with a movement that aims to restore the vitality of local news, ensuring it remains a pillar of democracy.

Hear from ACP newspapers that have already joined us, experiencing firsthand the transformation and growth in their engagement and advertising success. Let's connect and discuss how we can collaborate to secure a brighter future for local journalism.

Yours Truly,

George Sehremelis, President & CEO of Overlooked, Inc.
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Make your policy manual a living document
Creating that special design/art headline
How to brand and design across multiple platforms

11 a.m.
**Student journalist roundtables**
Photojournalists
Digital journalists
La Jolla Ballroom

11 a.m. breakout sessions
High-impact video stories
Taking your yearbook from good to great
Podcasting: No money, no studio, no problem
Audience engagement: Build engagement, build trust
White space is your friend
Behind the scenes of the Spanish section
Visualizing data
Money moves: Strategies for coupling content and revenue

Noon
**Student journalist roundtables**
Design journalists
Sports journalists
Women journalists
ACP Student Advisory Committee
La Jolla Ballroom

Noon breakout sessions
Covering campus death
Roundtable: Design journalists
Roundtable: Sports journalists
Roundtable: ACP Student Advisory Committee
Roundtable: Women journalists
Audience Engagement 301: Building your online audience
Yerd management
Investigative reporting: Finding sources & documents to report “Inflamed”

From start to finish:
Story packaging
The future of journalism — a conversation
Something old can be new
Sending your newspaper’s newsletter with Overlooked

1 p.m.
**Student journalist roundtables**
Social media • Editors
La Jolla Ballroom

1 p.m. breakout sessions
Reporting on the border
Investigative & data journalism: Student-professor collaborations
What I wish I knew before I graduated
Jumpstart creativity
Leadership Rx
Visual storytelling for journalists

2 p.m.
**Keynote & ACP awards ceremony**
“Reporting the news while being the news,”
*Emmy Martin, The Daily Tar Heel*
ACP Pacemakers, Pioneer Awards, Individual Awards in Advertising & Business, Best of Show and People’s Choice Awards
Regency D-G

5 p.m.
**JACC awards ceremony**
Regency D-G

6:30 p.m.
**CCMA awards ceremony & reception**
La Jolla Ballroom

Registration is $229 and opens April 1.

**FOR DETAILS AND HOUSING INFORMATION, VISIT:**
MEGAWORKSHOP.ORG