

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



EventMobi
Apple
acp24

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.



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San Francisco State University, Department of Journalism

California State University, Northridge,
Journalism Department

Neil Mandt • Varsity Yearbook • Grammar Table

USC Annenberg
School for Communications and Journalism

Student Press Law Center • Society for News Design

Associated Collegiate Press

Welcome to our La Jolla 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



La Jolla '24

Celebrate collegiate media

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.



*Best of Show
info & 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.



*On-site
critiques*

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

> 3 p.m. continues on page 8



Take your journey to the next level with California's nonprofit and nonpartisan newsroom



Stay in the know on California's most pressing issues with our free daily or weekly newsletters.



Forge your future by applying to our paid College Journalism Network journalism fellowship.



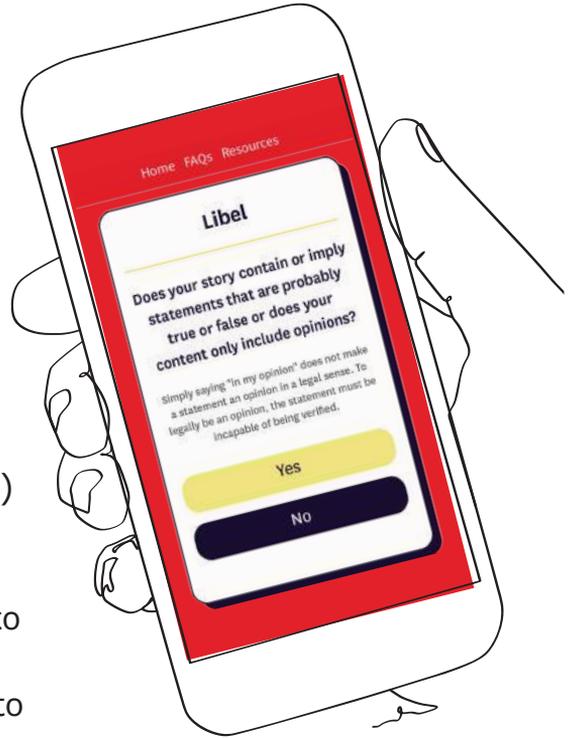
Fellows from the 2023 College Journalism Network learn from CalMatters Reporter Sameea Kamal on a tour of the state Capitol in Sacramento on Sept. 7, 2023. Photo by Rahul Lal for CalMatters



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.



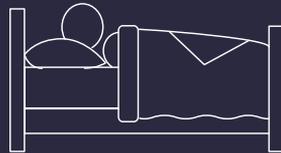


brought to you by  FIRE

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.



FIRE
Foundation for Individual Rights and Expression

> 3 p.m. continues from page 5

Inclusive design: If it's not accessible, it's not inclusive
Courage of the profile
Words matter: Making your content more inclusive
A shot in the dark: Low-light performance photography

4 p.m. breakout sessions

I'm a press lawyer.
Ask me anything.
Not your mama's Instagram
From the judges: Newspaper and Online Pacemakers
Solutions Journalism in your newsroom
Redesign: Beyond the fonts, colors and grids
The business of freelancing
Getting comfortable photographing strangers
12 sponsored posts in 12 minutes

5 p.m.

Opening session & keynote

"Next Gen Journo:
The Future of the Fourth Estate is Now"

SPJ President

Ashanti Blaize-Hopkins

Sponsored by **FIRE**
Regency D-G

6:30 p.m.

All-attendee reception,
sponsored by **CalMatters** and
Overlook
Poolside Terrace

8 p.m.

Movie: "Floyd Abrams:
Speaking Freely," Regency D-G

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

5:30-6:30 p.m.

Adviser reception,
sponsored by **BLOX Digital**,
Poolside Terrace

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

> 10 a.m. continues on page 12

Newsletters Reimagined: Lower Costs, Higher Revenue, Unwavering Trust

OVERLOOKED

- News
- Subscription
- Discover
- Messages
- Analytics
- Settings

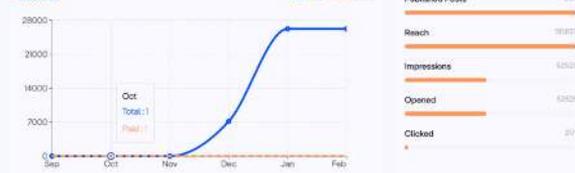
Publish Article

Analytics

Total subscribers 26243 00% Avg. Open Rate 47.4% Avg. Click Rate 2.0%

Total Subscribers

26242



Total Statistics

Published Posts 398
Reach 98919
Impressions 62025
Opened 62025
Clicked 211

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

OVERLOOKED

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.

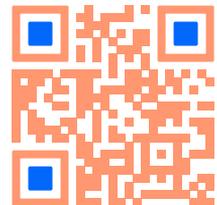
Amid this digital disarray, one truth stood out to me: **local publications, which always kept its community and credibility at the forefront.**

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.



> 10 a.m. continues from page 9

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