



CMA Operational Policies

Revised April 2022

NAME

The National Council of College Publications Advisers was established in 1954. The organization was renamed College Media Advisers in 1979 and later College Media Association in 2011. Many business functions, including registration with the IRS, are still listed under College Media Advisers.

MISSION STATEMENT

approved 05.19.15

College Media Association's mission is to support student media programs and professionals through education and community.

BOARD

approved 4.27.2018, revised 8.24.2020, revised 4.22.2022

Duties of the board members

The president

- Shall set the agenda and preside over all meetings of the corporation, its board of directors and its advisory council.
- Shall supervise the work and activities of the corporation and shall initiate such measures as deemed advisable for the welfare of the corporation.
- Shall identify and support efforts to build and strengthen diversity and inclusion within the organization.
- Shall recognize that CMA is only as strong as its membership and work with other members of the board of directors to recruit, retain and serve a diverse membership base.
- Shall guide, with the association's management team, the annual review of CMA's strategic plan and drive progress toward the goals identified in that plan.
- Shall sign contractual and similar documents on behalf of the organization following approval of the board of directors.
- Shall act as initial liaison for CMA to outside organizations.
- Shall initiate and oversee the annual review of the association's management team.
- Shall appoint the following, whose terms of office coincide with that of the president. The president will focus on inclusion and representation of all of CMA's diverse members through these appointments.
 - All liaisons to other professional organizations, committee chairs and, in consultation with those chairs, all members of those committees. The president may establish special committees as deemed appropriate.
 - Publication editors and, in consultation with those editors, all publication staffs.
 - Presidential appointments are subject to approval of a simple majority of the board of directors.
- May award the president's citation to those individuals or institutions deemed to be deserving of such recognition.
- Shall perform any other duties that may be mutually agreed to with the executive headquarters staff or the board of directors.



The president-elect

- Shall lead meetings in the event the president is unable.
- In the event the president is unable to serve, the president-elect shall become president
- Shall serve as part of the convention planning teams.
 - Shall coordinate programming efforts with the president or other board member serving as board liaison to the committees.
- Shall coordinate the committee system, including recruiting and naming committee chairs that reflect the diversity of CMA's membership.
- Shall revise and release the annual benchmarking survey and its results.
- Shall serve on the finance committee as a non-voting member.
- Shall identify and support efforts to build and strengthen diversity and inclusion within the organization.
- Shall coordinate and maintain strategic partnerships between CMA and other organizations, emphasizing those that support CMA's diversity and inclusion goals.
- Shall perform any other duties that may be mutually agreed to with the president or assigned by the board of directors.
- Shall serve as an ex officio member of the Diversity and Inclusion standing committee.
- Shall act as liaison to the First Amendment Advocacy Committee

The vice president for member training

- Shall oversee member certification programs.
- Shall oversee regular webinars as a training resource for the membership, including ensuring that webinar topics and leaders represent CMA's diverse membership and their needs.
- Shall expand the adviser training opportunities in coordination with committees, and in concert with the vice president for member support, in an effort to better serve all members year-round.
- Shall coordinate hospitality efforts at conventions and workshops, both in person and virtual, including those to connect advisers through the coordination of casual events open to all advisers and to connect advisers from various affinity groups.
- Shall perform any other duties that may be mutually agreed to with the president or assigned by the board of directors.
- Shall oversee the Education Committee
- Shall oversee CMA Confab programming

The vice president for member support

- Shall provide membership reports in consultation with the executive director.
- Shall serve as an ex officio member of the First Amendment Advocacy Committee.
- Shall spearhead recruitment efforts, particularly those to reach a more diverse membership.
- Shall promote programming and communication efforts to assist members from marginalized groups.
- Shall perform any other duties that may be mutually agreed to with the president or assigned by the board of directors.
- Shall act as liaison to the Adviser Awards and Hall of Fame Committee
- Shall act as liaison to the Membership Committee.
- Shall act as liaison to those involved with CMA contests, including Pinnacle Awards, Apple Awards and Film and Audio Festival.



The secretary

- Shall be familiar with the current bylaws and serve as parliamentarian when issues arise.
- Shall, in cooperation with the president, announce all meetings to the membership.
- Shall, working with headquarters, record and distribute minutes of all meetings of the board of directors, the advisory council and membership within 14 business days of the minutes' approval by the board as a whole.
- Shall coordinate external messaging of the organization.
- Shall serve as liaison to CMA social media volunteers and/or otherwise facilitate CMA social media efforts.
- Shall ensure that CMA's diverse membership is represented in messaging, marketing and social media communications.
- Shall serve as the liaison to the association's publications and communications, including, but not limited to:
 - The CMA website (but not necessarily convention-specific websites) and all social media accounts, including but not limited to Facebook, Instagram and Twitter.
 - College Media Review, CMA's research journal, and other official publications of the organization.
- Shall assemble board and advisory council reports with the executive director.
- Shall certify results of all elections and membership votes and serve as liaison to the Elections committee.
- Shall act as liaison to the Bylaws Committee
- Shall perform any other duties that may be mutually agreed to with the president or assigned by the board of directors.

The treasurer

- Shall ensure that the executive director properly discharges all financial functions assigned to the headquarters office.
- Shall serve as chair of the finance committee and, working with headquarters, review finances, develop a budget for board approval.
- Shall work with the president and president-elect to ensure finance committee members are representative of the CMA membership as a whole.
- Shall ensure the annual budget adheres to the board's mission statement and overall purpose.
- Shall ensure the annual budget strives to fulfill the board's strategic objectives.
- Shall serve as liaison to the fundraising committee.
- Shall ensure fundraising committee members are representative of the CMA membership as a whole.
- Shall prepare regular financial reports for the board and membership.
- Shall initiate financial audits with an external public accounting firm in concert with the executive director.
- Shall perform any other duties that may be mutually agreed to with the president or assigned by the board of directors.

BOARD MEETINGS

The CMA board of directors is expected to meet in person at least two times each year. For the most part the board will meet by remote conference monthly, but will meet at least once every 90 days. Every reasonable attempt shall be made to provide advance notice and to include all board members at any



virtual meeting. The secretary, working with headquarters, shall record and maintain minutes for all meetings that include a quorum.

BOARD MINUTES

Attendance at CMA board of directors meetings is limited to members. Executive sessions, limited to the board, may be called to discuss contracts, legal issues and personnel.

Minutes recorded during any meeting of the board of directors shall be distributed by the secretary to all board members for review and approval within 45 days following the board meeting. After approval by the board, minutes will be posted to the CMA website within 14 days.

BOARD FINANCIAL UPDATES

The CMA executive director shall forward to each member of the board of directors monthly financial statements reflecting the organization's revenue, expenses and financial holdings. These statements may be provided in electronic form. The treasurer shall provide quarterly reports to the membership on the financial condition of the association.

OPEN MEETINGS

Per the bylaws, all CMA meetings are open to all CMA members, unless an executive session is called. The board should announce all board meetings at least 10 days in advance via the website, email and whatever communication methods work best. This announcement should include instructions on how to join or attend the meeting.

Three days before the meeting, the agenda should be shared with the membership.

The bylaws allow for special or emergency meetings as needed. The board is expected to make every reasonable attempt to notify the membership and share an agenda, even if the meeting will be in executive session.

Occasionally, the board may discuss an issue via other means, such as email or Slack. If a vote must take place via means such as these, the minutes of the next regularly scheduled meeting should include the results of that vote and when the vote took place. When possible, the minutes should include why the vote had to take place off-cycle.

ACCESS TO MEETINGS

While all meetings are open, location or technology concerns may make meetings less accessible to general members. Whenever possible, the board will alert the membership to changes in accessibility and how they plan to mitigate those changes.

TRAVEL GUIDELINES

approved 05.30.12

Travel expenses for members of the board of directors that are associated with required attendance at regularly scheduled meetings may be covered by CMA. Members may also choose to cover their own expenses, but they are not required to.



Expenses that may be covered include:

- Travel: Economy class air or train fare; or reimbursement for use of personal car if the destination is 250 miles or nearer or ground travel is more efficient.
- Lodging: One hotel room for each night of the event.
- Ground Transportation: Taxi and/or shuttle to and from airport or station meeting venue.
- Parking: Parking at or near the meeting venue if a personal car was used from travel.
- Meals & Incidental Expenses: Meals during each day when CMA Board business is conducted at an amount stipulated in CMA's Per Diem Policy.

When securing travel arrangements, board members may choose to either purchase air/train fare personally and submit a reimbursement form, or forward preferred travel choices to CMA headquarters for direct purchase. Members travelling by personal car may be reimbursed equal to the prevailing IRS standard business mileage rate.

Lodging arrangements for board members at meetings will be managed and may be handled by the executive director. On-site parking may be added to a member's hotel account, while offsite or personally paid parking will be reimbursed. Expenses for ground transportation, and/or any other reimbursable travel expense should be submitted with receipts (scanned electronically or paper copies). All reimbursements will be processed by headquarters within 30 days.

Members of the board of directors and key individuals (e.g. headquarters staff, convention staff) who will be expected to work for CMA during the totality of organizational events, conventions or workshops may be paid a per diem to cover meals and incidental expenses. Any per diem rate paid will be based on prevailing IRS guidelines for the date and location of the event.

STANDING COMMITTEES

All CMA committee meetings are open to all CMA members, except when specifically stated a meeting must be in executive session. Because of the responsibilities of the Hall of Fame and First Amendment Advocacy Committees, their meetings are expected to be closed, as are some elections committee meetings.

Committee chairs are responsible for announcing upcoming meetings and any open committee spots. Chairs should use whatever means available to them, including, but not limited to, the website, Listserv, emails and announcements through board liaisons.

Standing committees are responsible for submitting quarterly and annual reports to the respective board liaison. All standing committees are expected to report to their board liaison prior to regularly scheduled board meetings, regardless of whether they have recently met.

Members of standing committees are appointed for one-year terms, but may serve numerous terms. Members, including committee chairs, may not serve on more than two standing committees at a time, but they are eligible to serve on ad hoc, programming and special committees.

Except in special circumstances, like the First Amendment Advocacy Committee and the Hall of Fame committee, membership is determined by the committee chair, in consultation with the committee and the appropriate board liaison. All committees should reflect the membership of CMA and updated membership lists should be shared with the board liaison.



Committee chairs serve with the approval of the board of directors. Except in special cases, this means a committee may choose a chair and submit the name to the board via the committee's board liaison.

Some committees are chaired by board members, like finance, but others are not. The board, shortly after changeover, should determine who the standing committee board liaisons will be, and the committee chair should start monthly updates to the liaison. Liaisons are not required to regularly attend committee meetings, but should be kept apprised of meetings, minutes and appointments. Liaisons, whenever possible, should expect committee chairs to handle the day-to-day functions of the committee.

The board should regularly recruit members for all committees, and then share member interest with the committee chairs. Committees may also actively recruit on their own when appropriate. An updated list of all committees and their memberships should be kept current on the website, etc.

AWARDS

The awards committee oversees the adviser awards function of the organization, which includes, but is not limited to, maintaining awards competitions from initial announcement to awardee recognition, determining whether to add or delete awards and ensuring integrity in the process. The awards committee, in consultation with the board, shall determine the awards categories and the appropriate requirements, criteria and procedures. The committee may decline to present an award in any category if the entries are deemed to be of insufficient number and/or quality. All awards are subject to approval by the board of directors.

This committee does not oversee the Hall of Fame award, though it will work with the Hall of Fame committee to coordinate the awards program at events. Another committee oversees the student awards known as the Pinnacles, and another group coordinates the film and audio competition. Additionally, the board and the president may grant citations when they deem them appropriate.

Members of the board of directors are ineligible to receive CMA adviser awards while actively serving on the board.

A list of established CMA awards are listed elsewhere in this document, as are the procedures for the granting of other awards by CMA.

BYLAWS

The bylaws committee regularly reviews and recommends necessary changes to the CMA bylaws. The committee may designate subcommittees to review and propose changes to CMA guides, including the Code of Ethics, as well as other governing documents proposed by other members or units within CMA. The bylaws committee chair serves in an advisory capacity to the board of directors.

The bylaws committee strives to have an odd number of members, but forms working groups to work on specific projects when necessary.

DIVERSITY AND INCLUSION COMMITTEE

The diversity and inclusion committee provides advisory support to the CMA board of directors on diversity and inclusion issues, as well as developing and promoting related programming.



The committee shall consist of an elected chair, a CMA board representative, and a committee-elected secretary. The chair serves a two-year term concurrent with the CMA board installation. Membership and removal is subject to a supermajority committee vote, and includes adviser or associate CMA members. Non-members can present to the committee by contacting the chair.

EDUCATION/CERTIFICATION COMMITTEE

The education committee creates, supervises and evaluates educational programming in support of the vice president for member training.

ELECTIONS COMMITTEE

According to CMA Bylaws, “The elections committee is responsible for handling the elections process, including nominations and counting ballots, for the elections of the president-elect and vice president of member support and vice president of member training, arranging for returned ballots to be counted by headquarters, and for presenting the tally to the secretary who shall certify and communicate the results to the membership.”

The CMA president, with the consent of the board of directors, appoints the chairperson of the elections committee. When possible, the elections committee chair should be a CMA member who has previously served in an elected leadership role on the board of directors. The committee should have a minimum membership of four, including the chair and the immediate past president. The chair appoints all members to the committee, subject to review by the board of directors. Committee members must have at least five years adviser membership in CMA.

The timeline and guidelines for elections are included elsewhere in this document.

FINANCE

The finance committee shall prepare and present proposed budgets to the board of directors for approval prior to the beginning of the next fiscal year. The committee shall arrange for an independent review of the financial records of the corporation every two years at the end of the fiscal year June 30 and shall report the findings to the membership during business meetings. Guidelines for the audit shall be approved by the board of directors.

The finance committee is chaired by the treasurer. Membership includes the president-elect as a non-voting member and at least four other members.

FIRST AMENDMENT ADVOCACY COMMITTEE

The First Amendment Advocacy Committee provides a mechanism for member advisers to ask for help when faced with threatened or actual attacks from administrators related to issues of free speech and free press at their schools. The committee is composed of CMA members with five or more years of membership who are qualified and trained to investigate alleged violations of adviser and student rights.

approved 03.17.98, revised 05.30.12

Statement Of Intent



College Media Association, as a national association of higher education professionals, exists to promote established standards and practices in college media advising as described in CMA’s Code of Ethical Behavior. Membership in College Media Association signifies acceptance of this code and a willingness to abide by its tenets. The organization will support those members who adhere to this code and thereby become victims of pressure or negative action from within the college or university. This may involve formal censure of the offending institution of higher education. To facilitate the timely and appropriate response to allegations of administrative attacks on media advisers, CMA has established an Advisers Committee for First Amendment Protection with the responsibility and authority to proceed as outlined herein.

Committee Description and Purpose

The CMA First Amendment Advocacy Committee is composed of experienced advisers who are respected in their field, whose expertise in the standards and practices of advising espoused by CMA is undisputed, and who serve as articulate spokespersons on behalf of CMA. The committee exists to provide a mechanism for member advisers to activate when faced with threatened or actual attacks from administrators related to job performance while in compliance with CMA principles.

Committee Membership

CMA members with five or more years of adviser membership in the association are eligible to serve on the committee. Those selected by the committee chair to participate must complete special training in mediation and investigation of alleged violations of adviser and student rights.

The chairperson of the committee is appointed by the CMA president and approved by the CMA board of directors.

Meetings

The Committee will operate on an ad hoc basis. Its members will participate on an as-needed basis at the discretion of the chair.

More information about how the committee operates are included elsewhere in this document.

JOHN A. BOYD HALL OF FAME AWARD

The John A. Boyd Hall of Fame Award honors those long-time members of College Media Association whose dedication, commitment and sacrifices have contributed to the betterment and value of student media programs both on their campuses and nationally. It also recognizes the contributions of CMA members who have actively contributed to the organization through extensive and varied service on committees, the board of directors and other leadership roles and have presented programs and sessions at meetings that have been insightful, relevant and well prepared.

This committee will be composed of four CMA Hall of Fame members and two CMA members without Hall of Fame membership. The two non-Hall of Fame members should be of active CMA member status and should have 10 and not more than 17 years of membership plus previous experience either on the CMA board or advisory council or be an adviser award winner. Appointments will be for three years. Committee members cannot be reappointed to additional terms until they have spent at least two years removed from committee service. Terms will be staggered with two members replaced each year. The CMA president will appoint committee members with approval by the CMA board of directors. The president shall designate one member of the committee as chairperson to run concurrently with the



presidential term. The chairperson is not authorized to vote. A member of the CMA board, chosen by the president, will serve as an ex-officio non-voting member of the committee.

Appointments will be for three years. Committee members cannot be reappointed to additional terms until they have spent at least two years removed from committee service. Terms will be staggered with two members replaced each year. The CMA president will appoint committee members with approval by the CMA board of directors. The president shall designate one member of the committee as chairperson to run concurrently with the presidential term. The chairperson is not authorized to vote. A member of the CMA board, chosen by the president, will serve as an ex-officio non-voting member of the committee.

More details on how the committee operates can be found elsewhere in this document.

MEMBERSHIP COMMITTEE

The membership committee is concerned with all aspects of the membership process including recruitment, retention, membership categories, dues and eligibility in support of the vice president for member support. The membership committee is partly responsible for recruiting candidates for elected positions and suggesting candidates for appointed positions.

OTHER COMMITTEES

PUBLICATIONS

COLLEGE MEDIA REVIEW

College Media Review, the flagship journal of College Media Association, Inc., is the leading academic journal on advising collegiate media, both print and electronic. CMR is a comprehensive journal for popular and refereed articles serving collegiate media advisers.

The editors and support staff chiefly involved in College Media Review shall serve the College Media Association community by developing and producing a print and Web publication that addresses topics of interest to advisers in support of their efforts to advise, teach, and manage production of student media.

The editorial board is composed of an associate editor, editor, two managing editors, a webmaster, and a board liaison (generally the CMA board secretary).

Submissions are accepted on a rolling basis and are accepted under two broad categories: peer-reviewed and general interest. Peer-reviewed manuscripts – submitted to the associate editor – are evaluated through an established board of reviewers: active media advisers from a range of small, large, public, private, academic and student affairs-housed programs.

The editor is selected through a competitive process conducted by and approved by the board for a term of up to five years. The managing editor(s) are selected through a competitive interview process that includes the CMA president and the standing editor. Terms do not have a limit, but are subject to the editor's discretion.

ADVISER AWARDS



The awards committee chair shall receive written verification from the executive director that all recipients are active CMA members in good standing. All awards require membership unless otherwise indicated here.

The Distinguished Adviser Award

The committee may select one or more recipients with a minimum of five years experience as an adviser. Award categories may include, but are not limited to, the following: newspaper adviser, yearbook adviser, magazine adviser, business manager, and multimedia adviser.

Honor Roll Award

This certificate award may be presented to worthy active CMA members with less than five years experience as a college media adviser. Award categories may include, but are not limited to, the following: newspaper adviser, yearbook adviser, magazine adviser, business manager, and multimedia adviser.

Reid H. Montgomery Distinguished Service Award

Individuals or institutions outside the advising field may be selected to receive a distinguished service award for enduring contributions to college student media. This award is to be made only when deemed appropriate.

Noel Ross Strader Memorial Award

This award is presented for outstanding contributions to the college media in the areas of "freedom of the press" and/or "innovative editorial, advertising or production procedures" as demonstrated by Ross Strader, who died in 1978. It will be awarded only when deemed appropriate.

Louis E. Ingelhart First Amendment Award

This award is presented to a professional journalist, institution or adviser who has made extraordinary, long-term contributions in support of the First Amendment. One such award may be made annually if deemed appropriate.

The Ronald E. Spielberger Service to CMA Award

This award was established in 2002 to honor CMA's longtime executive director and fall convention coordinator, Ron Spielberger, in recognition for his first 20 years of dedicated service to the organization.

The award is presented to a CMA member who has made an outstanding contribution to the organization. The recipient will have advanced the quality of member services provided by initiating or executing enhancements to CMA conventions, workshops, publications, advocacy, operations and/or new programs.

Golden Leaf Memorial Award

In 1992, CMA created the Golden Leaf Memorial Award to honor Terry Vander Heyden. Inspired by Terry Vander Heyden, deceased CMA vice president for member services, this title was derived from the leaves of trees that are alive and growing and golden to connote richness and quality. The award is named for Terry, who was the first recipient. The award has been established to honor the memory of deceased members of CMA who have held leadership positions and/or contributed greatly to the goals of the organization.



Frank LoMonte Ethics in Journalism Award

The Frank LoMonte Ethics in Journalism Award honors journalists, advisers or news organizations that perform in an outstanding ethical manner demonstrating the ideals of CMA's Code of Ethical Behavior. It may also honor especially notable efforts to educate the public on principles embodied in the code or hold journalists ethically accountable for their behavior. This award is not limited to CMA members.

The board of directors may by majority vote establish or discontinue award categories as deemed appropriate.

PINNACLE AWARDS

CMA's Pinnacle Awards honor the best college media organizations and individual work. The contest is open to student work produced for any college media organization, including print, broadcast and online outlets, during an academic year. The awards are divided into two categories: organizational and individual, and are explained and identified on the College Media Association website.

ELECTIONS PROCESS

approved 05.30.12, updated 4.27.2018

A call for nominations for president-elect, vice president of member support and vice president of member training will be announced during the fall prior to and at the business meeting, and via email. This announcement will be followed by the distribution of the rules for the elections process on the CMA website, Listserv, and any other means currently used for informing the membership.

The nominations process will open on Dec. 1 and close on Feb. 1. Any current CMA member may nominate a qualified candidate for president-elect, vice president of member support or vice president of member training, and members may nominate themselves. Following CMA bylaws guidelines for officers, nominees must be adviser members of CMA for at least five years and have been active media advisers at the time of nomination, a fact that must be verified by their immediate supervisor. Nominations may be made via an online form on the CMA website, or sent directly to the elections committee chair.

By no later than Feb. 15, each person nominated will be contacted by the CMA elections committee to ensure the nominee understands the commitment of holding office. If the nominee agrees to run, a ballot application requesting biographical information, organizational goals, and advising/leadership philosophy will be sent to them. Every member nominated who agrees to participate will be included on the ballot. In the event there is only one nominee per office who agrees to run, the CMA membership will be notified that the deadline for nominations will be extended an additional two weeks and the committee will seek additional nominees. Committee members may then actively solicit qualified nominees by contacting individuals. If following the two-week deadline extension there is still only one nominee for a specific office or both offices, the election will continue with one candidate on the slate. All candidates and their applications will be posted online for review by the CMA membership by no later than a week prior to the spring convention.

The elections committee chair shall arrange a "meet the candidates" forum during CMA's Spring National College Media Convention.



Voting for candidates will open to the membership on April 1 and close at 11:59 p.m., April 10. Any candidate receiving 50 percent plus 1 of the total number of ballots cast will be declared the elected candidate. In the case that no candidate receives a 50 percent plus 1 majority, a run-off election will be conducted between the two candidates with the most votes. The run-off election will be conducted no more than two weeks following the initial election. The CMA secretary must certify the results of all elections before the official outcome is announced.

The elections committee is also responsible for identifying members eligible to serve, notifying those members that they are eligible and ensuring that officers are aware of eligible members who have not been invited to run or serve in the past.

Elections are certified by the secretary. The CMA immediate past president should serve on the committee immediately after their board term is complete.

FIRST AMENDMENT ADVOCACY COMMITTEE

Operation

Scope of Authority

All CMA member advisers may be eligible for First Amendment Advocacy Committee assistance when they are unable to resolve through other reasonable means disputes that result in pressure or negative action from college or university administrators. The cause of action for the dispute must arise from the adviser's job performance in adherence to the principles outlined in the CMA Code of Ethical Behavior. CMA has a compelling interest in preventing the punishment of advisers who advocate the free expression rights of students. Adviser disputes with administrators that arise from job performance, personnel, budgetary, or other institutional actions based on policy or procedural grounds lie outside the scope of CMA and will not be addressed by the First Amendment Advocacy Committee. Actions that would warrant CMA intervention include, but are not limited to, threats of or actual job reprimand, demotion, reassignment, or dismissal as the result of an adviser's unwillingness to abridge students' First Amendment guarantees, for advocating or teaching student press rights, or as retaliation for material disseminated by the student media.

Activation of Assistance

To initiate First Amendment Advocacy Committee assistance, member advisers should contact the committee chair. It is preferred that the member needing assistance initiate the activation, but other members may also bring the issue to the attention of the chair. If the chair cannot be immediately reached, an adviser may contact either the CMA executive director or the CMA president, either of whom will attempt to place the adviser in contact with the chair. If the adviser deems the situation emergent and the chair is unavailable, the CMA president may serve as the initial contact. The chair will make a summary determination concerning whether the adviser's dispute warrants assistance based on details provided during the initial contact. If the adviser's initial request for assistance is denied by the chair, the adviser may appeal that decision to the CMA board of directors by contacting the CMA executive director in writing. Any subsequent decision on the matter by the board is considered final.

Assignment of Principal Investigator

If the chair determines the adviser's dispute may benefit from First Amendment Advocacy Committee, the chair shall immediately request the adviser to provide any relevant documentation and evidence describing the situation of concern. Additionally, the chair will, as quickly as is possible, assign a principal



investigator from among the committee's membership. The assignment will be based upon factors such as a committee member's geographic proximity to the institution of the aggrieved adviser; the member's availability; the member's familiarity with the institution at issue; and the member's areas of expertise. The chair may also serve as the principal investigator.

Investigation Procedures

The principal investigator will contact the adviser requesting assistance and review all documentation provided. The Investigator will maintain detailed records of all aspects of the case, including conversations, copies of correspondence and so on. The Investigator may use his or her discretion to gather facts and analyze the case. This may include contacting administrators, students, visiting the campus involved, and conferring with other First Amendment Advocacy Committee members and staff from the Student Press Law Center. If deemed appropriate by the Investigator, at the earliest possible opportunity a formal letter under CMA letterhead from the Investigator should be sent to the appropriate ranking university administrator. This letter should alert the institution that a request for assistance was received, briefly outline the mission and concerns of CMA, and either request information or offer assistance toward resolving the dispute. If cursory efforts by the Investigator result in resolution of the dispute, then a report stating so will be provided to both the committee chair and CMA president. If each agree with the Investigator's conclusions, a formal letter under CMA letterhead from the CMA president will be sent to both the adviser and the institution confirming resolution of the dispute. If the Investigator determines that the dispute both warrants CMA intervention and cannot be immediately resolved, then a report to that effect will be provided to both the committee chair and CMA president. If each agree with the Investigator's conclusions, a formal letter under CMA letterhead from the CMA president will be sent to both the adviser and the institution soliciting additional information, offering mediation or other resolution assistance, and outlining the gravity of the situation with respect to CMA and the potential consequences of a negative outcome.

Censure

If the Investigator determines upon the exhaustion of all reasonable attempts to resolve the dispute that the problematic administrative action stands and is in significant conflict with CMA's established standards and practices for advising and the student press, then a report stating so will be provided to both the committee chair and CMA president. If each agree with the Investigator's conclusions, the committee chair will bring to the CMA board of directors a proposal to censure the college or university involved. For the purposes of this document, censure is a formal resolution by the CMA national association that officially reprimands and condemns an institution as oppressive of students' rights to free expression and hostile toward those professionals it employs to advise the student press. Censure requires CMA Board approval.

Consequences of Censure

The president or chancellor of institutions officially censured will receive a formal letter under CMA letterhead from the CMA president declaring the censure along with the reasoning for the action. The CMA president will notify the CMA membership of the censure, and call for members to write letters of concern to administrators, board members, and other individuals of influence at the censured institution. The CMA president will also notify the student press at the institution; the local commercial press in the institution's city; the state press agencies in the institution's state; the department of higher education or regulating agency in the institution's state; the Chronicle of Higher Education; and other media outlets relevant to higher education.



Removal of Censure

CMA institutional censure continues until officially removed by action of the board of directors. The request for censure removal must come in writing from either a ranking administrator at the institution or from a CMA adviser at the institution and be directed to the CMA president. The request must either include, or be followed by, documentation supporting a resolution of concerns that led to the censure. Upon receipt of documentation, the CMA president will direct the First Amendment Advocacy Committee chair to investigate the veracity of resolution claims. The chair may elect to conduct this investigation or appoint a Committee member to do so.

Upon completion of this follow-up investigation, a report will be submitted to the CMA president with a recommendation either for or against censure removal. The CMA Board will then take action on the recommendation. If Board action removes the censure, then the president will send letters declaring such to the institution's president or chancellor, and to as many agencies and media outlets originally notified of the censure as is reasonably possible.

HALL OF FAME COMMITTEE PROCEDURES

Eligibility

Each person being considered for this award must have contributed to college journalism education for 20 years or more while an adviser member of College Media Association. Recipients will have served as role models and mentors for both students and colleagues, been steadfast in their support for freedom of expression in student media and willing to assume some risk in defense of that support, consistently supported the codes of ethics of CMA and other related professional associations, and been trendsetters in setting standards of excellence and achievement by which other advisers can measure their contributions and achievements.

Selection

Any member of CMA may submit or sponsor nominations for this award. Nomination from supervisors, colleagues and present or former students also may be accepted. There may be no self-nominations. The Hall of Fame committee shall establish procedures and deadlines for receiving and evaluating nominations and recommend to the CMA board of directors the names of not more than two persons per year for induction into the John A. Boyd Hall of Fame. The selection committee shall give equal consideration to a nominee's contributions to both College Media Association and to collegiate journalism education and advising based on a previously approved rubric. Recipients shall have achieved a recognized history of contributing to the advancement of student media programs balanced with firm and continued support for CMA's mission through service to the organization.

Presentation of Award

Each recipient will receive an engraved, distinctive and appropriate trophy or similar symbol. The induction shall be a major function at the Fall National College Media Convention and reflect the importance of this award as the highest award presented by College Media Association.

INGELHART FIRST AMENDMENT FUND

approved 03.01.02, revised 05.30.12, updated 4.27.2018

Description



CMA established the Ingelhart First Amendment Fund in October 2001 to educate college students about freedoms protected by the First Amendment. The fund is named in honor of retired Ball State University journalism professor and foremost First Amendment scholar Louis E. Ingelhart who has dedicated much of his life to studying, writing about and teaching the First Amendment.

The Ingelhart Fund will be used to underwrite innovative free expression education programs on the campuses of CMA members. All adviser CMA members will be eligible to apply for an annual grant from the fund. Through programs conceived and executed by advisers and students and funded by the Ingelhart endowment, CMA can do its part to protect the First Amendment, one campus at a time.

Funding

Funding may be granted to CMA members to underwrite all or part of programs designed to elevate awareness of First Amendment freedoms on an individual campus. The format for programs and application for funds is left to the discretion of members requesting funds.

Procedures

The board of directors will review all applications and determine if an award or awards are to be granted. Members of the CMA board of directors are ineligible to receive grants from the fund while actively serving on the board. The award(s) amount will be factored into the upcoming fiscal year's budget and the winner(s) shall be notified. Recipients should submit a report with photos to the board once the activity has been completed.

PERSONNEL

approved 05.30.12, updated 4.27.2018

The CMA board of directors has the authority, according to the association's bylaws, to hire, evaluate and appoint staff. The Board also determines and approves the site of the association headquarters and the terms and conditions of the operating agreement with its host institution, if there is one.

The organization utilizes the following personnel and payment structures. All work arrangements are under the supervision of the board of directors. The board should evaluate the headquarters arrangement annually and share the results with the membership.

Duties of the executive director of the corporation

Shall manage the headquarters office, maintain financial records, deposit dues and other revenue, disburse funds as authorized, issue monthly and annual financial records to the board of directors, invest funds in consultation with the treasurer and such other officers as the board of directors shall require.

- Shall prepare and file necessary records for tax returns and provide records to the treasurer and finance committee for auditing purposes.
- Shall reconcile monthly any and all corporation checking and savings
- On behalf of the vice president of member support, shall maintain records of membership, administrative appointments and committee memberships.
- Shall be authorized to sign on financial accounts of the organization.
- Shall perform any other duties as are directed by the president or board of directors.



The CMA board of directors solicits bids, as needed, from organizations interested in serving as the CMA headquarters. Needed personnel may remain employees of the host organization, which is responsible for providing benefits, managing payroll, paying all applicable state and federal taxes, providing Worker's Compensation Insurance and complying with all applicable employment laws. In exchange, CMA pays an agreed upon annual contract fee, for all facilities, resources and personnel services rendered.

Other Personnel

Convention Director

The CMA board of directors selects an individual to serve as convention director for the spring convention, and will coordinate with convention partner(s) in selecting a convention director for the fall convention. The convention director must be a CMA adviser member in good standing.

The convention director should be hired a year before the event date. Expectations for the convention director shall be described in detail in a written contract, approved by the board and signed by the director and the president. Payment for services rendered by the convention director are to be made upon completion of duties, unless otherwise stipulated.

Other Key Roles

The CMA president may appoint, with board approval, other members to serve in key leadership roles that are critical to the mission of the organization. These positions may carry with them a modest annual stipend when CMA finances allow. Positions that currently fall into this category include:

- First Amendment Advocacy Director
- College Media Review Editor
- Critiques Coordinator
- Media Tours Coordinator
- Apple Awards Coordinator

[Link to conflict of interest policy found in CMA's Corporate Policy Documents.](#)

MEMBERSHIP AND REGISTRATION REQUIREMENTS FOR DIRECTORS AND STAFF

approved 05.30.12

CMA's board of directors serve as the most prominent role models for the organization. Members will look to these individuals for precedent and for examples of active involvement. These members are expected to pay dues promptly and not allow their memberships to lapse.

The largest source of revenue for CMA is convention registration fees. It is CMA policy that each member, including the board, attending a CMA-sponsored event pay the required registration fee, regardless of his or her role at the event.

UNBUDGETED EXPENSES APPROVAL PROCESS

Approved 4.27.2018

The president, in consultation with the treasurer, may approve any unbudgeted expenditures up to \$1,000 without board approval. The board should vote on any expenses over that amount.

BUSINESS LIABILITY INSURANCE



approved 05.30.12

College Media Association will purchase and maintain business liability insurance with minimum coverage of \$2 million. This insurance should cover bodily injury, property damage, personal and advertising injury, and damages to premises rented. CMA will also purchase optional coverage for hired/non-owned auto liability. The maintenance and annual renewal of insurance coverage is the responsibility of the CMA executive director.

College Media Association will not purchase insurance covering theft or other loss of business-owned property, operating instead as self-insured. As a general practice, CMA will purchase insurance coverage for equipment shipped to and from its home location.

PRESIDENTIAL CITATIONS AND BOARD OF DIRECTORS' CITATIONS

approved 05.30.12

The CMA president is authorized to award the presidential citation to individuals and institutions deemed to be deserving of such recognition. These citations, bearing the CMA seal, are signed by the president. Presidential citations intended for CMA members should typically be distributed during a CMA business meeting. The number of citations, if any, and the recipient(s), is at the discretion of the president.

The Board of Directors' citation expresses a higher level of recognition to individuals and institutions for their accomplishments or service to CMA. These citations bear the signatures of the entire Board of Directors. These citations can be presented at the advisers' awards ceremony or at a business meeting. The awarding such citations requires a majority vote of the Board of Directors.

CONVENTION PROGRAMMING POLICIES AND PROCEDURES

Proposed December 2021

College Media Association is responsible for providing all the educational programming for the spring national college media convention each year and takes the lead on educational programming for the fall national college media convention. This programming includes every scheduled occurrence at a convention, including short workshops; sessions covering topics of interest to students and advisers; keynote speakers; tours, contests, critiques and other special events; meetings and roundtable discussions; and other learning or networking opportunities designed for convention attendees. Because conventions are important to CMA's fiscal and organizational health and because CMA serves its members with not only advising tools but career development opportunities, member participation is maximized at every opportunity.

Programming elements

Sessions

- Sessions should represent the broad array of interests and needs of members and their students and include:
 - Medium-specific sessions (newspaper, website, broadcast, podcast, etc.)
 - Topical sessions (law, coverage areas, ethics)
 - Skill-building sessions (leads, reporting)
 - Organizational development sessions (hiring, recruiting, training)



Submission process

- All sessions should be submitted via the approved form and process available to all members.
- Any member of CMA is able to submit a session for possible acceptance and programming.
- Non-CMA members are also able to submit sessions, but the planning committee should reach out to the submitter to follow up on qualifications and other specifics.
- Sessions may be solicited from members, but should still be reviewed and accepted like any other session.

Session approval and acceptance

- Sessions are initially accepted by the convention director and convention planning committee.
- The convention planning committee will submit a list of accepted sessions to the convention executive committee for approval and scheduling.
- Sessions should also welcome and encourage participation from new members and members who have not had many opportunities to present. In the event that sessions must be cut or in the instances of competition for limited space, these members' opportunities should be preserved.
- No more than two sessions by any individual member, not including pre-convention workshops, special events, panels and certification programming.
- Members and other presenters will be notified of their sessions' acceptance and programming in adequate time for travel plans to be made.

Other programming

- Keynotes: speakers identified and approved by the convention director in consultation with the convention planning committee and convention executive committee.
- Sponsorships: identified and approved in consultation with staff and the convention executive committee
- Certification programs: managed and approved by the relevant party, but the convention director should review speakers to ensure the largest number of opportunities for speakers at the convention as a whole. For example, if Adviser X is leading certification sessions, Adviser X should give way for other advisers to present in the larger convention.
- Pre-convention workshops
- Tours
- Critiques
- Film Festival
- Awards
- Auction
- Special events

Convention director

Convention director responsibilities include:

Convention planning committee

- Identify and recruit the convention planning committee in consultation with staff and convention executive committee
- The convention planning committee should:
 - Evaluate overall programming for balance and appeal to the entire CMA membership,

- Recruit speakers and sessions,
- Perform outreach to local professionals for participation,
- Identify possible keynote speakers,
- Identify and assist program coordinators, which include
 - Track coordinators (if identified)
 - Critiques coordinator
 - Tour coordinator
 - Coordinators for any special programming (Photo Shoot-out, Midnight Snack, etc.)

Convention programming

- Confirm the timeline with staff and convention executive committee and communicate that timeline to members and others developing sessions.
- In consultation with the staff and the convention executive committee, determine the number of sessions that will be offered.
- Issue call for sessions to the CMA listserv, email list and other relevant parties.
- Coordinate in support of sessions and programs offered by the vice president for member training.
- Recruit and review sessions in coordination with CMA committees and planning committee.
- Manage approval process for sessions with convention planning committee and the convention executive committee.
- Oversee speaker selection and assist where necessary, especially in filling in gaps of programming.
- In coordination with staff and the convention planning committee, select and confirm keynote speaker(s).
- Communicate with potential speakers before and up to when they are confirmed.
- Provide staff with firm list of session names, organizers and contact information.
- Work with staff to develop program schedule.
- After developed, review schedule for potential scheduling conflicts.
- Attend the entire convention and remain reasonably available to assist where needed.
- Participate in and contribute to a post-convention review in order to refine and improve future conventions.

Coordination with staff on

- Allocating F&B commitments.
- Developing convention documents, including logos, press releases, website, marketing materials, program book, speaker communications, handouts, signage or other printed materials needed on site
- Exercising fiduciary responsibility by confirming with staff that benchmarks, timelines and budgets are meeting expectations.
- Provide regular updates to the boards of both CMA and convention partners as requested.
- Coordinate special events held at the convention, including critiques, tours, receptions, etc.
- Coordinate awards-related events for CMA and convention partners.

Convention director selection process



- The CMA board of directors selects an individual to serve as convention director for the spring convention, and will coordinate with convention partner(s) in selecting a convention director for the fall convention. The convention director must be a CMA adviser member in good standing.
- The CMA president-elect will announce when applications are open for the convention director. The announcement should include expectations, duties and responsibilities for the position as defined by the CMA board and associated partners. This should be done 12-15 months prior to the convention.
- Applications will be open for at least two weeks.
- The convention director should be hired a year before the event date. Expectations for the convention director shall be described in detail in a written contract, approved by the board and signed by the executive director and the president. Payment for services rendered by the convention director are to be made upon completion of duties, unless otherwise stipulated.
- The president and president-elect should conduct interviews with qualified candidates and chose a final candidate. The executive committee should be consulted before the final offer is made.

Convention executive committee

- The executive committee is chaired by the convention director and should include at least one representative from any convention partner(s), the CMA president and the CMA president-elect. These are the voting members of the committee.
- The executive committee will meet regularly during the planning process.
- Other convention personnel, like staff, will likely be invited to attend meetings, but will not have a vote.
- The executive committee will develop any event-specific policies and put them in writing for use by the planning committee.
- The executive committee will approve keynotes, pre-convention workshops and any special programming.
- The executive committee will give final approval to the convention program after it is submitted by the planning committee.

CMA MEMBER LISTSERV

approved 06.28.23

College Media Association maintains a closed Listserv with participation available only to CMA members. The Listserv is managed from headquarters. The Listserv limits firms and organizations from selling wares or conducting any other commercial activity.

Listserv Code of Conduct

Proposed December 2021

CMA is committed to providing a safe, transparent and welcoming environment for all members and participants, regardless of gender, gender identity, ethnicity, sexual orientation, disability, physical appearance, body size, race, age, background, religion, political affiliation, job title and other forms of diversity and identity as this definition continues to evolve. To support



our mission of education and community, CMA strives to provide an inclusive, nurturing and welcoming environment where participants feel supported and encouraged. Accordingly, CMA has developed a list of general expectations for participation on the listserv.

Participants shall:

- Avoid personal attacks.
- Voice any differences of opinion respectfully to those colleagues with whom we disagree.
- Disclose any conflicts of interest or memberships in other organizations when appropriate.
- Adhere to the CMA Code of Ethics, specifically by behaving ethically, fairly and in a spirit of collaboration.
- Minimize harm whenever possible and acknowledge our obligation to mitigate or be held responsible for harm caused.
- Acknowledge and respect how individuals elect to be addressed, including their pronouns or titles in communications.
- Value and support the fact that the student media community is diverse in all manners.
- Respect the rights and dignity of others, regardless of our differences and different perspectives.
- Avoid using the listserv for financial gain, whether personal or benefiting another organization, without the pre-approval of the board of directors.
- Avoid using the listserv to amplify false information, unverified information or misinformation and will attempt to correct any misinformation by providing a meaningful and public correction.
- Avoid intimidating, threatening, or harassing conduct or any form of identity-based discrimination.
- Attempt to proactively reconcile, when possible, in good faith with fellow members should disagreements within the listserv, email or offline communication occur.

Complaints

Complaints should be submitted in writing to the chair of the membership committee and the executive director within 10 days of the post in question. Any CMA member of the listserv may submit a complaint. If the membership committee deems a violation of the code may have occurred, the president or their designee will convene an ad hoc committee consisting of the following:

- vice president of member support,
- a member of the bylaws committee, and
- a member of the diversity and inclusion committee.

If the membership committee deems no violation occurred, the president or their designee will notify the person who filed the complaint.

The membership committee will make a determination within three business days of receiving the complaint. The membership committee deliberations will remain privileged to the committee and board of directors. The ad hoc committee will form within five days, invite all parties to the meeting and make a decision within 14 business days, starting from the date of the complaint.

Any member(s) mentioned in the complaint serving on the board of directors, membership committee, bylaws committee or diversity and inclusion committee, must recuse themselves from any discussion of the complaint. The president shall appoint any replacements. However, if the president is mentioned in the complaint, the VP of Member Support will appoint replacements and make any necessary notifications.

When the complaint is turned over to the ad hoc committee, a member of the ad hoc committee will alert the complainant and any member(s) mentioned in the complaint of the complaint and next steps and also provide copies of the complaint to all parties.

Results

Within 14 business days of the complaint, the ad hoc committee should make a determination, and it can respond in one of the following ways:

1. Decide the member(s) in question did not violate the code of conduct.
2. Decide the member(s) in question violated the code of conduct and institute a 14-day suspension from the listserv.
3. Decide the member(s) in question violated the code of conduct egregiously or more than once and institute a one-month suspension from the listserv.
4. Decide the member(s) in question violated the code of conduct egregiously or more than once and institute a one-year suspension from the listserv.
5. Decide the member(s) in question violated the code of conduct so egregiously and so often that the board should consider a permanent suspension from the listserv.

The board will then make the final decision.

For the purposes of this policy, egregious is defined as abusive language, misinformation or other communication that is racist, sexist, ableist, ageist, homophobic or transphobic.

In the event of a one-year suspension, the member(s) in question must request to be reinstated in writing to the chair of the membership committee after the term of the suspension ends.

Disputes

If the member(s) in question disagrees with the ad hoc committee decision, the member(s) may



appeal in writing to the president. The board will issue a decision at its next meeting, and its decision will be final. Any listserv suspension would take effect after the board renders its decision.