



CMBAM



2025 CMBAM CONFERENCE

NOVEMBER 6 - 8

CAL STATE FULLERTON

WELCOME!

On behalf of the College Media Business and Advertising Managers (CMBAM) Board of Directors, we are thrilled to welcome you to sunny California for this year's conference. We're excited to gather with schools from across the country with a dedication to learning, networking and celebrating the innovation that drives the business side of college media.

Over the next few days, you'll have the chance to attend sessions led by industry professionals, share strategies with peers who face similar challenges, and discover new ways to grow revenue, strengthen partnerships and elevate your media organization. CMBAM is proud to connect and support those working behind the scenes to keep college media thriving. Your creativity, leadership, and entrepreneurial spirit ensure that student journalism continues to make an impact on campuses nationwide.

Thank you for being part of this year's conference and for the work you do every day to advance college media. Welcome to Cal State Fullerton and to an unforgettable CMBAM 2025 Conference!

~ 2025 CMBAM Board of Directors

**FOR SPEAKER BIOS, SESSION DESCRIPTIONS,
OFF-SITE EVENT LOCATIONS AND MORE:**



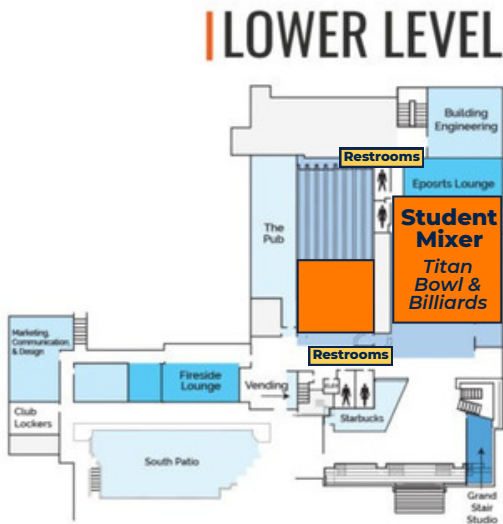
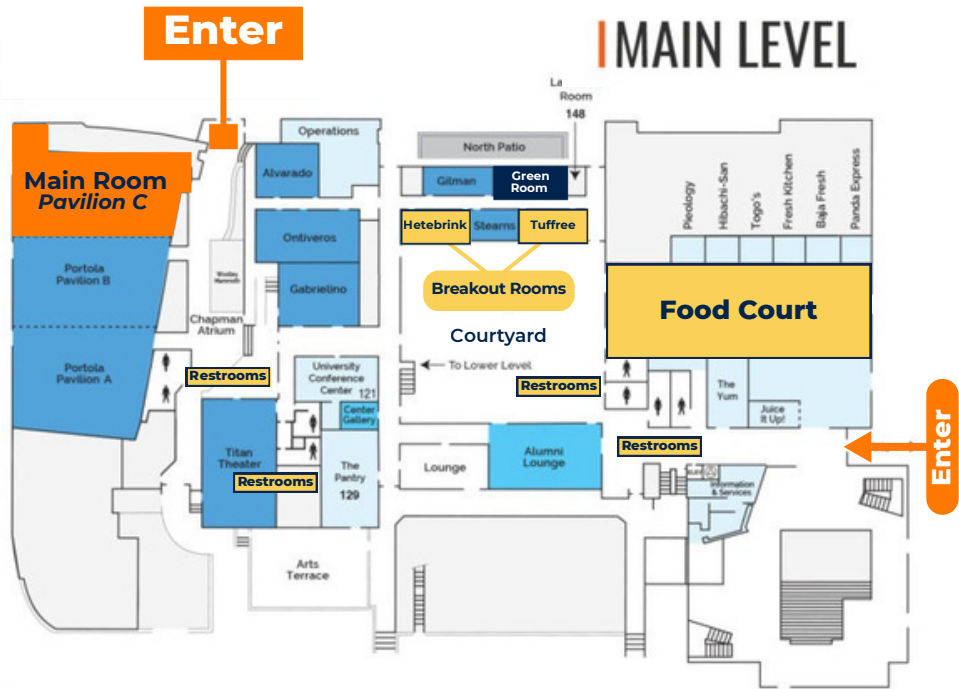
**CMBAM.ORG/
Conference**



**@CollegeMediaBiz
#CMBAM2025**

TITAN STUDENT UNION

800 N. STATE COLLEGE BLVD., FULLERTON, CA 92831



FRIDAY, NOV. 7

9:00 AM | LIGHT BREAKFAST

SPONSORED BY JOSTENS

PAVILION C

10:00 AM | KEYNOTE SPEAKER

MATT PRINCE, KFC | *PAVILION C*

11:15 AM | SESSION 1

VIEW FROM THE BOSS' DESK

LINDA MARTIN | *HETEBRINK*

THE PROSPECTING POWER UP

PAIGE HAMZIK | *TUFFREE*

12:15 PM | SESSION 2

HOW ABOUT AN INNOVATION DESK?

BARBARA ALLEN | *HETEBRINK*

CLIENT SERVICE & THE LOYALTY EFFECT

**MICHELLE KURLAND, HALEY LOPEZ,
MIA MENDOZA | *TUFFREE***

1:05 - 2:05 PM | LUNCH

ON YOUR OWN

CSUF FOOD COURT

**2:15 PM | OPPORTUNITY
DRAWING**

TSU FOYER

2:30 PM | SESSION 3

SELL THE STORY, NOT THE SPACE

CHUCK MILLER | *HETEBRINK*

BUILDING COMMUNITY

**MARIN DURKEE & DESTANEE ULRICH
*TUFFREE***



FRIDAY, NOV. 7

3:30 PM | ROUNDTABLES

SPONSORED BY OVERLOOKED

PAVILION C

- (1) HOW TO MONETIZE YOUR EMAIL
- (2) HOW TO START AN INFLUENCER PROGRAM
- (3) TRANSITIONING FROM STUDENT MEDIA TO THE WORKFORCE
- (4) INNOVATION IN STUDENT MEDIA
- (5) ALUMNI DEVELOPMENT
- (6) ADVERTISING ISSUES Q&A
- (7) HOW TO PLAN A SUCCESSFUL EVENT
- (8) BRIDGING THE EDITORIAL & BUSINESS GAP
- (9) ISSUES FACING STUDENTS
- (10) ISSUES FACING ADVISERS

5:00 - 6:30 PM

DAILY TITAN OPEN HOUSE

DAILY TITAN NEWSROOM
COLLEGE PARK, CP-660

7:00 - 9:00 PM | DINNER

STUDENT MIXER

SPONSORED BY

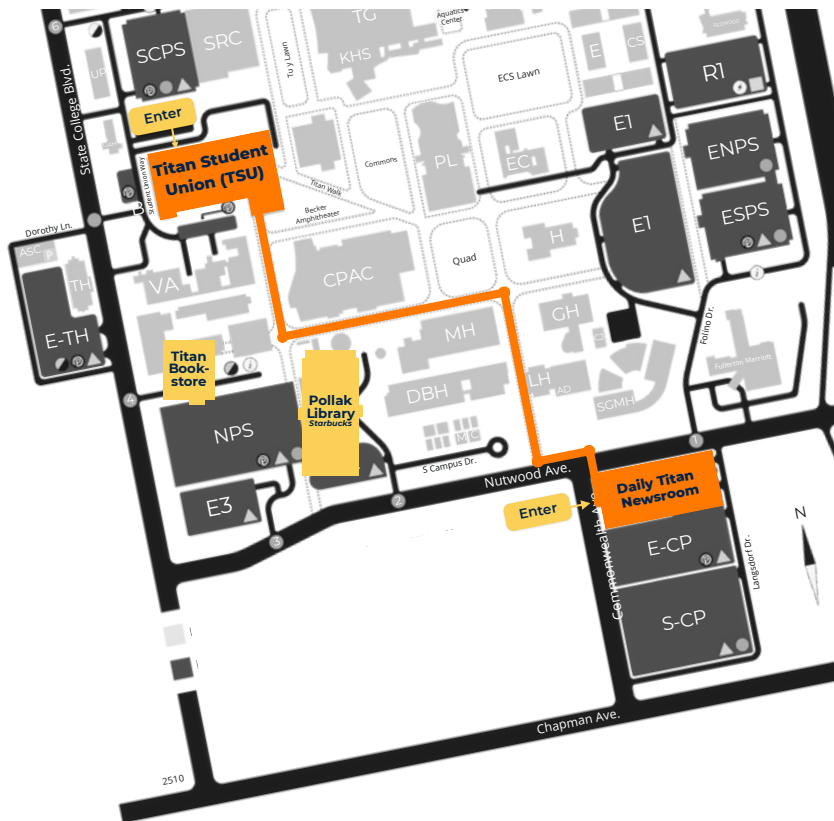
NORTHWESTERN MUTUAL
TITAN BOWL & BILLIARDS

ADVISER DINNER*

SEPARATE TICKET REQUIRED
FUOCO PIZZERIA



Cal State Fullerton®



DAILY TITAN NEWSROOM

2600 E. NUTWOOD AVE., 6TH FLOOR, SUITE 660

CAMPUS DINING

OPEN UNTIL 2 PM ON FRIDAY | JUICE IT UP IS OPEN UNTIL 1:30 PM



Starbucks in the basement of the TSU is open until 1 pm
Starbucks in Pollak Library is open until 2 pm

TheYum

SNACKS AT THE TSU

THURS: 9:00 AM - 9:00 PM

FRI: 9:00 AM - 2:00 PM

Titan Shops

& TITAN EXPRESS SNACKS

THURS: 7:30 AM - 7 PM

FRI: 7:30 AM - 5 PM

SAT: 10 AM - 3 PM



SATURDAY, NOV. 8

9:00 AM | LIGHT BREAKFAST

SPONSORED BY JOSTENS

PAVILION C

10:00 AM | KEYNOTE SPEAKER

LAUREN BERGER, INTERN QUEEN

PAVILION C

11:15 AM | SESSION 4

THE POWER OF RELATIONSHIPS

MICHAEL MENACHEM | HETEBRINK

LIKES TO LOYALTY

KIERAN MCCLEAN | TUFFREE

12:15 PM | SESSION 5

ALUMNI PANEL | PAVILION C

- JESSE ZHANG, U PENN
- OLIVIA WEINSTOCK, CSULB
- HILLARY HOWARD, UNIV. OF ALABAMA
- TYLER COSTA, CSUF
- RYAN RANC, UT AUSTIN

1:05 - 2:05 PM | LUNCH

SPONSORED BY MYSNWORKS.COM

TSU COURTYARD

**2:05 PM | OPPORTUNITY
DRAWING**

TSU FOYER

SATURDAY, NOV. 8

2:15 PM | SESSION 6

SELLING COURAGEOUS JOURNALISM

MELISSA EVANS | *HETEBRINK*

**INTRODUCING THE ENTREPRENEURIAL
MINDSET INTO STUDENT MEDIA**

ETHAN BATCHELOR | *TUFFREE*

3:15 PM | SESSION 7

**THE SECRET TO STRONG ADVERTISING
PARTNERSHIPS**

KAITLYN ROWELL | *HETEBRINK*

BOOST IT BABY!

JON SCHLITT | *TUFFREE*

4:15 PM | BUSINESS MEETING

CMBAM ANNUAL MEETING

ADVISERS | *TUFFREE*

**TIME ON YOUR OWN
STUDENTS**

7:00 PM | AWARDS DINNER

SPONSORED BY TROOH MEDIA

TSU PAVILION C

7:00 PM | COCKTAILS

7:30 PM | DINNER

8:00 PM | AWARDS CEREMONY



CONFERENCE COMMITTEE



Programming Director

Jennifer Newton

Cal State Long Beach



*Incoming
Programming Director*

Marlies Arevalo

University of Texas
at Austin



*Past
Programming Director*

Katherine Ross

University of
Pennsylvania



*Host School
Representative*

Michelle Kurland

Cal State Fullerton

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s i t e s



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**THANK YOU TO OUR
SPONSORS**

2025
CMBAM
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CAL STATE FULLERTON