

(NEW ORLEANS - July 3, 2014) - The HBCU Media Summit presented by the HBCU Digest the national news resource of record for historically black colleges and universities, will be holding its annual panel and discussion-style event at Dillard University, July 10-12. The Summit is designed to engage the national HBCU community in media literacy and development and provide best practices in media culture building for HBCU communities from around the nation. Through dialog with practicing journalists, administrators, public relations professionals, and student media leaders, the Summit assists in providing a focused, national media strategy for HBCUs.

Among this year's panelists and topics are:

#GiveLoveXavier – A Case Study in Social Media Campaigning for HBCU Philanthropy
Lacrecia James, Whitney Grandpre, Kimberly Reese; Alumni Relations
Xavier University of Louisiana

Winning Coverage Strategies for Small Sports Information Staffs

Ed Cassiere, Sports Information Director
Xavier University of Louisiana

Building Public and Private Partnerships for HBCU Media Ownership – Florida A&M and the
Black Television News Network
Dr. Ann Wead Kimbrough, Dean
Florida A&M University School of Journalism and Graphic Communication

The Media-Minded HBCU Presidency
Dr. Walter Kimbrough, President
Dillard University

Positioning Research for Media Coverage

Dr. Tiffany Jones, Postdoctoral Research and Policy Analyst
Southern Education Foundation

And plenary speakers: Dottie Belletto, CEO, New Orleans Convention Company and Craig Melvin, host of the Craig Melvin Show, MSNBC.

An awards banquet will be held Friday, July 11, at 6 p.m. Dillard University is a finalist in eight categories honoring "Best Practices" for the school year 2013-14. Proceeds from the awards ceremony benefit the Center for HBCU Media Advocacy (CHMA), a nonprofit organization that seeks to promote the mission, culture and development of America's historically black colleges and universities through new media exposure, training and education.

Online registration for the HBCU Digest 2014 Media Week Summit is still open. Click on the link below to register or contact Jarrett Carter, at (443) 242-HBCU (4228).

[Click here to registrar](#)

Dillard University is a private four-year liberal arts historically black university with a legacy dating back to 1869. It is located on a picturesque 55-acre campus in New Orleans which boasts an "Avenue of Oaks," spacious greens and white buildings of both Jeffersonian and modern architectural styles. Academically, it ranks among the top in a number of areas including Forbes' 2013 list of Top Colleges and Universities in the U.S.; top 60 liberal arts institutions by the Washington Monthly (2013); consistently ranked as one of U.S News and World Report top Historically Black Colleges and Universities (HBCUs); American Institute of Physics' top producer of African Americans with bachelor's degrees in physics (2012); and according to the National Science Foundation (2013), among the top 50 colleges whose graduates earn doctorates in the sciences. It has an enrollment of 1,200.

[Tweet](#)

