

About CMMA

The Communications Media Management Association (CMMA) is the premier professional organization for communication media managers. For more than 60 years, CMMA has provided professional development and networking opportunities for its members through conferences, regional meetings, publications, and technology-based events.



CMMA is a network of colleagues from corporations, government, and education who share information, expertise, and resources with each other. The relationships formed within CMMA help foster more effective leaders by helping them demonstrate the value of the functions they manage. CMMA serves as a source of strategic information through its Web site at www.cmma.org.

Through the annual Professional Development Conference in the spring and the National Conference in the fall, CMMA provides opportunities for members to grow their professional skills and share their own expertise with others. Every CMMA event includes a focus on both management and technology for balanced professional development and leadership growth. CMMA's supporting Partners keep members current on the latest communications media technology and services.

Membership Qualifications

Membership qualifications keep CMMA focused on management professionals who share similar challenges leading communications media functions. Membership in CMMA is open to those individuals employed to manage their respective corporate and organizational communications media operations. CMMA members manage satellite business television networks, videoconferencing, multimedia, Websites and Webcasting, print, graphics, photography, audio and video productions, conferences and other corporate communications functions.

Member Application Process

1. Complete and mail the application included in this folder, or complete the online membership application at www.cmma.org.
2. The Membership Director will review your application and may call you for additional information or clarification. The application will then be reviewed by the Membership.
3. The Membership Director will notify you of the committee's decision.
4. If accepted, you will receive a username and password to access the Members-only area of the CMMA Web site. There, you will be able to access the membership directory, blogs/forums, CMMA constitution and bylaws, and other valuable information. Your username and password also give you access to e-mail other members about management and technology issues.

Dues

New Member Start-up Fee: \$35

Annual Dues: \$350

Member Benefits

The Communications Media Management Association is the only professional association with member benefits and services designed by and for media managers. Exclusivity of membership guarantees the management focus you want and need. CMMA provides numerous opportunities for members to develop your leadership skills and network with colleagues across the country.



CMMA Conferences and Regional Meetings

CMMA holds two conferences per year, a Professional Development Conference in the spring and a National Conference in the fall. Attending a conference is the best way to network and build relationships. Each conference blends critical leadership education, information sharing, networking, and social opportunities. Conferences are focused on leadership, management, and emerging technical issues relevant to media managers. Our two most popular conference events, Management Topic-Go-Round and Technical Topic-Go-Round, provide a forum to learn from the experts: CMMA members.

Meetings in each of the five (5) CMMA regions provide opportunities for members to gather with colleagues in their areas, address local and regional issues, and learn about the services and facilities at members' locations.

CMMA Management Institute

Do you need a guidance on media facilities design, or a course for your staff on developing a strategic plan for technology investment? Are you looking for someone to spark the creative fire in your team? The CMMA Management Institute provides programs to help fulfill your leadership development goals. CMMA regularly develops course content for individual groups and for InfoComm, Video GovExpo, and Satcon events.

Professional Accreditation

Professional accreditation exemplifies the pinnacle of achievement in corporate media management. CMMA offers professional accreditation to qualified communications media managers who have been active members of the Association for two or more years. Accredited members earn the right and privilege to use the letters AMM, signifying Accredited Media Manager, after their name.

Web Site and C-mail

Do you have a question about how to handle a specific management situation? Do you need advice about the best technology for video streaming? Using our exclusive C-mail access, CMMA members can send a question and get responses back from other CMMA members. Furthermore, members can access a password-protected area where they can view the membership directory, blogs and forums, and various members-only documents.

Membership Directory

The CMMA membership directory includes contact information as well as specifics about each member's department, service lines, staff, and leadership expertise. The ability to search the directory by different criteria facilitates networking and sharing of expertise.

CMMA Knowledge Base

Search CMMA's extensive library of technology and leadership white papers and the Management Matters best practices series.

E-visions Newsletter

E-visions is an electronic newsletter sent to members and partners monthly. Each issue is packed with information on new members, upcoming events, and the media management industry. The newsletter also is published online at www.cmma.org.

Testimonials

"CMMA has allowed me to benchmark my communication program with many across the country. The relationships that are created from CMMA are priceless and attending conferences allows me to be exposed to new ideas in communications that can be implemented within my organization."

Dan Pryor

VP Corporate Communications
Safeway Inc.



"Communication managers face the same challenges no matter what your industry or product is. CMMA is the forum where these managers can come together to share best practices, explore new technology and discuss management issues. I have never had a question that a CMMA member couldn't answer or share insight on and this is an invaluable resource."

Kelly Bell

Senior Manager/Audiovisual Services
Gannett Co., Inc.

"CMMA offers a platform for my growth professionally. No other organization offers me the same access to so many professionals in my field. The breadth of experience of the other members is extremely valuable to me and my organization."

Chris Duncan

Global Leader, Communication Resources
The Dow Chemical Company

"The accessibility of the members and the camaraderie I've been able to establish are priceless to me. Networking, knowledge sharing, best practices, being part of a group of leaders, relationships, exposure to the best and being part of an organization with such high standards, makes it very easy to renew my CMMA dues every year."

Ramiro Banderas

Director Media Services
Orkin, Inc.

"My CMMA membership is one of the most valuable resources that I have. As managers responsible for creative content, we don't always fit the mold of leaders in the typical corporate/professional world. It is extremely helpful to have a network of people that face the same challenges. Regardless of which aspects of corporate communications we manage, the thing we all have in common is the desire to share our knowledge and experience."

Judith Hubbard

Manager, Video Services Department
Sandia National Laboratories

Member Organizations

Powered by Professional Networking

Go to www.cmma.org to complete an online membership application!

3M
Abbott
Allegheny East Conference
Allina Hospitals and Clinics
Allstate Insurance Company
American Family Insurance
Amica Mutual Insurance
Company
Aon Consulting
Appalachian State University
BellSouth
BellSouth Video Services
Best Buy
Boeing Company, The
Boy Scouts of America
Bristol-Myers Squibb Company
Campbell Soup Company
Carlson Companies
Caterpillar Inc.
CIGNA Corporation
Colonial Life & Accident
Insurance
Company
Corning Incorporated
Cummins, Inc.
DePuy, Inc.
Dow Corning Corporation
Edward Jones & Company
Fermi National Accelerator
Laboratory
FirstMerit Corporation
Gannett Co.
General Mills, Inc.
Genworth Financial
George Mason University
Georgia Power Company
Goldman Sachs
Goodyear Tire & Rubber
Company
Harley-Davidson Motor Company
HNTB Corporation
Hoffmann-La Roche Inc.
Humana Inc.
Indiana University-Purdue
University
Indianapolis
Intel Corporation
J.C. Penney Co., Inc.
Johnson & Johnson
Kraft Foods

Lockheed Martin Corporation
Lowe's
Macy's
Marriott International, Inc.
Marshfield Clinic
Mayo Clinic
McDonald's Corporation
Medtronic Cardiac Surgery
Medtronic, Inc.
Merck & Co., Inc.
Mine Safety Appliances Company
Mississippi Power Company
Morgan Stanley
National Institute for Standards &
Technology
Nationwide Insurance
NeighborWorks® America
Neutrogena Corp.
Nintendo of America
Norfolk Southern
North Memorial Medical Center
Northrop Grumman
Northrop Grumman Integrated
Systems
Norton Healthcare
Orkin, Inc.
Palmetto Health
PepsiCo
Pfizer Inc.
Procter & Gamble
Providence Health System
Prudential Financial
Q Center
Reader's Digest Association
Ross Products /Abbott
Rountree & Associates
Russell Corporation
Rutgers, The State University of
New
Jersey
S.C. Johnson & Son, Inc.
Safeway Inc
Sandia National Laboratories
sanofi-aventis
SAS Institute, Inc.
SoCal Creative Services
South Carolina Electric & Gas
Spectrum Health Systems
Spirit AeroSystems, Inc.
Sprint Nextel Corporation

Square D/Schneider Electric
SSM Health Care
St. Mary's University
State Farm Insurance
Target Corporation
Texas Instruments
The Chubb Corporation
The Culinary Institute of America
The Dow Chemical Company
The Hartford
The Home Depot
The Timken Company
The TJX Companies, Inc.
The Toro Company
The World Bank
Thrivent Financial for Lutherans
Unisys
University of Arkansas
University of Colorado Health
Sciences
Center
University of Minnesota
University of Washington
US Census Bureau
USAA
Wachovia Corporation
Walgreen's
Wells Fargo
Wendy's International, Inc.
Xcel Energy
XXL Productions
Yale University

Some organizations have more than one member, representing different regions or divisions.

Organizations listed are only current at printing.

COMMUNICATIONSMEDIA
cmma
MANAGEMENTASSOCIATION