

## CBI hosts first West Coast convention

After successful events in Atlanta and San Antonio, College Broadcasters, Inc. is heading to the Seattle for its third annual National Student Electronic Media Convention. The convention will be held Oct. 23-25 at the Renaissance Seattle Hotel.

Early arrivers can take advantage of two special pre-convention workshops on Wednesday, Oct. 22. CBI vice president and Adobe certified technical trainer Herbert "Jay" Dunmore will spend the morning teaching "Adobe Creative Quickstart." In this session, Dunmore will use the Adobe Creative Cloud and identify techniques to get the best audio and video from products like Adobe After Effects, Premiere and Media Encoder.

Wednesday's afternoon pre-convention session is "FCC 101." Lead by attorney David Oxenford and CBI past president Warren "Koz" Kozireski, this practical guide is a must for new students, advisers and managers and anyone who could use a refresher on how to keep legal at an FCC-licensed radio station.

Registration for the pre-convention sessions is part of regular convention registration and is on a first-come, first-served basis. An additional \$50 registration fee applies for each pre-convention workshop.

Another special feature this convention is the return of the Next Generation Radio project. Beginning Oct. 20, six student journalists will have the opportunity to complete a full-scale multimedia-training project with an emphasis on radio storytelling. Each student accepted to this project will be paired with a professional journalist and spend the week working together on a character-driven multimedia story. There is no fee to attend the Next Generation Radio Project. Interested students must ap-



College Broadcasters, Inc. travels to Seattle for the third annual National Student Electronic Media Convention Oct. 23-25 at the Renaissance Seattle Hotel. Seattle skyline from Queen Anne Hill Public domain image from Wikimedia Commons.

ply by Monday, Sept. 22. See AskCBI.org/Seattle for details.

Highlights of the regular convention include sessions on smart marketing on a small budget, archiving college radio, leadership for student managers and more. The convention will also feature a keynote speaker, to be announced in September, and the presentation of the annual National Student Production Awards. The complete list of awards finalists is located on pages four and five of this newsletter.

Registration is now open through AskCBI.org/Seattle. Registration fees can be paid online or by check or purchase order, but payment must be received by Oct. 1 to qualify for early

bird pricing.

CBI room rates for the Renaissance Seattle, 515 Madison St., are \$169 per night plus taxes and fees for single, double, triple or quad occupancy. Room rates are valid until Sept. 29 or until the room block is filled. Make sure to mention CBI when making the reservation.

CBI members can also book travel through Southwest Airlines and receive up to 10% off select fares and bonus Rapid Reward points. Please use the link at AskCBI.org/Seattle to book your tickets.

Speaker bios, things to do in Seattle, session listings and schedule, and much more will be posted to the convention website.

### Convention registration rates

Early bird registration rates through Oct. 1, 2014:

- CBI Member Student - \$100
- CBI Member Adviser/Manager - \$100
- Non-CBI Member Student - \$160
- Non-CBI Member Adviser/Manager - \$160
- All Others - \$200

Standard registration rates starting Oct. 2, 2014:

- CBI Member Student - \$130
- CBI Member Adviser/Manager - \$130
- Non-CBI Member Student - \$200
- Non-CBI Member Adviser/Manager - \$200
- All Others - \$300

# College radio contest rules

Although there are no rules dictating a radio station must place contest rules or policies online, it's a good practice to let your listeners know about any conditions that might come with their prize. It's hard for a DJ or producer to relay a full set of regulations in a 90-second phone call, so having your rules readily available can also help answer listener questions and minimize conflicts. When considering a prize policy, ask these questions:

## Who can win?

OWL Radio at Kennesaw State University restricts its contests to current KSU students only and excludes staff members of OWL Radio and all of KSU Student Media along with members of their immediate families. Emerson College's WERS excludes all WERS and Emerson College employees, staff members, trustees, volunteers, and their families. WSIA at The College of Staten Island allows only one individual per family or household to win a contest.

## How often?

A number of stations limit how often an individual can win something on air. WBCW at Baldwin Wallace University limits winners to one prize

every 40 days. Listeners to Radio K at University of Minnesota can win something once every two weeks.

## When/how are prizes claimed?

At Saddleback College's KSBR, winners must claim their prize within 30 days. WLOY at Loyola University Maryland gives winners just 48 hours to claim a prize before it is returned to the prize pool. Most prizes must be picked up from the main studio offices during the regular 40-hour work week (Monday through Friday from 9 a.m. to 5 p.m.) or a similar prize redemption schedule.

Rather than maintain times for listeners to claim their bounty, RSU Radio at Rogers State University mails out everything except will call tickets. If you decide you are going to mail out prizes, even just occasionally, you will want to incorporate this language from RSU Radio's contest rules: The radio station "is not responsible for lost, stolen, or damaged prizes delivered by mail or other physical means."

KTAI at Texas A&M University-Kingsville stipulates prizes will be released to winners only. WebDCR/

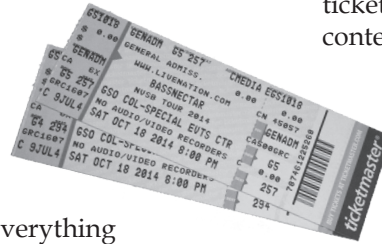
WDCR-AM at Dartmouth College allows for "stand-in" winners, but only after the original winner has sent a signed letter authorizing the submission along with a copy of the winner's license (or other state-issued ID).

## What now?

If you are still at a loss on how to draft contest rules, consider borrowing and/or building on this short and sweet policy from KMSC at Morning-side College:

1. All KMSC listeners other than on-air DJs and staff are eligible for ticket giveaways and other on-air contests.
2. Ticket giveaway and other contest winners must redeem their prize prior to the event, in the case of ticket giveaways, or the deadline announced over the air in the case of other contests.
3. Ticket giveaways and other contest prizes must be picked up in the Mass Comm office suite in the HJF Learning Center between 9 a.m. and 3 p.m.

*A version of this article originally appeared at [RadioCollege.tumblr.com](http://RadioCollege.tumblr.com). Reprinted with author's permission.*



## CBI Insights

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# A letter from your student rep: The challenges of running your station

Dear Student,

Whether you're new at your job, applying for it now for the fall term, or you've been at it for some time now, you've got a lot coming toward you.

My name is Connor, and I'm your student rep here at CBI. I've been running my campus TV station for coming up on two years now, and man, have I learned a lot. I wanted to share the basics of the most important things I've learned so far to get things started.

*You, my young, college friend, are in charge.*

Congratulations! You've just stepped into the realm of responsibility. You now have a full time job that you're probably getting paid minimum wage (if at all) to do. Crazy, huh? The most important thing to remember is that you were selected for your position for a reason. I'll be honest, I was promoted to Station Manager as a freshman, and I had no idea what I was doing. There's a lot of learning as you go in college media, which is kind of the point since the main goal is to learn. Even though I had no idea what I was doing, I still had to act like it. Whoever hired you did so because they thought you could the job. If you couldn't do it, you wouldn't have been hired. So, sit down at your new desk, decide what you want to get done, and do it. Ask for help when you need it. Listen to the advice you're given. Do not be afraid to fail.

*Managing a group of college students is incredibly difficult.*

Why? Because there's a good chance these are more than your

staff/coworkers. They're probably your friends and classmates. They may have been there longer, and now you're their boss. Make sure you draw the work/social line, and stick to it.



CBI Student Rep Connor Spielmaker

There are rules in place for your operation to run smoothly. Make sure they are being followed. Sometimes you're going to have to be stern to your friends, maybe even fire them. Just remember that every act you do (praise or discipline) provides a lesson. Don't let your staff walk

all over you because you're afraid of losing friendships. You might think you're being the best boss ever, but how does anyone learn from that? Which brings me to my next point ...

*You're a professor.*

Sure, you don't have one of those fancy pieces of paper framed on your walls, and maybe you only have a year or two of your own education under your belt, but you were chosen for a reason (see number one). The people working under you, beside you and above you are all going to learn from you. Always put your best foot forward, and give the best information you possibly can.

*You're a fighter.*

If there's one take-away I have from these past two years, it's that something or someone is going to get in your way at some point. Whether it's your adviser, Student Government, your university administration, your budget, your mom, whatever it may be, you're going to face challenges left and right. See, being behind the desk,

we see things no other student will ever see. At some point, someone's going to tell you no on an idea you think is awesome. Make sure you get a reason, so you can go back to the white board and figure a way to resolve that problem so you can move forward.

*You're going to make mistakes.*

You're 18-22 years old (give or take). You don't have the experience that a tried professional in our industry has. So, naturally, you're going to think a feature type news show at nine in the morning on an apathetic campus is a great idea (see above). Oops. Yeah, that's right. I just admitted I spent two semesters on something that was doomed to fail. But, at least I can check that one off the list! I now know that 9 a.m. is a bad time for college students. Not everyone is a go-getter like we are. Who knew? Your mistakes don't define your operation. They help you make awesome things that do define your operation. Don't sweat them, but don't repeat them.

I hope all of that was relatively informative. My main goal here in my small section of the internet is to give my fellow students some insight to know they're not alone. But, I need to know what your challenges are. What is your station going through that you'd like some perspective on? Drop me a line at [studentrep@askcbi.org](mailto:studentrep@askcbi.org) and if it's something that's can be applied to a lot of people, I'd love to write about it. Also, feel free to just drop me a line to say hey! It's always a great time to see what other people in my position are doing with their stations and lives. Thanks for reading, see you next time!

*Read more from Connor Spielmaker and other CBI board members in the weekly board blog at [AskCBI.org](http://AskCBI.org).*

# Student production awards finalists

Winners will be announced at the National Student Electronic Media Convention in Seattle. Clips of the winning entries will be posted online at AskCBI.org following the awards ceremony.

AUDIO/RADIO CATEGORIES		
<b>Best Regularly Scheduled Program</b> <ul style="list-style-type: none"> <li>AUC Radio, The American University in Cairo, "The Rundown Group 1: Humanizing Machines"</li> <li>WDMB Impact89fm, Michigan State University, "Impact Exposure"</li> <li>WCRX-FM, Columbia College Chicago, "Writers at the Edge"</li> <li>KWVA-FM, University of Oregon, "This Oregon Life: Trapped"</li> </ul>	<b>Best Sports Reporting</b> <ul style="list-style-type: none"> <li>UTA Radio, University of Texas-Arlington, "UTA Radio Sports Breakdown 2-18-14"</li> <li>WRHU-FM, Hofstra University, "Women Can Tackle Too"</li> <li>WISU-FM, Indiana State University, "WISU Sports Update"</li> <li>KWVA-FM, University of Oregon, "Oregon Takes the Decade, Defeats Washington 45-24"</li> </ul>	<b>Best Sports Play-by-Play</b> <ul style="list-style-type: none"> <li>WOBN-FM, Otterbein University, "Otterbein University Men's Basketball vs. Muskingum University on WOBN"</li> <li>WSWI-AM, University of Southern Indiana, "USI vs. Bellermino"</li> <li>KWVA-FM, University of Oregon, "Oregon vs Washington Softball"</li> <li>WSUM-FM, University of Wisconsin-Madison, "Final Four Kentucky Wildcats vs. Wisconsin Badgers"</li> </ul>
<b>Best Promo</b> <ul style="list-style-type: none"> <li>WGCS-FM, Goshen College, "Keeping Things Fresh"</li> <li>WMUL-FM, Marshall University, "WMUL-FM Blues Format Promo"</li> <li>KWSC-TV, Wayne State College, "KWSC-FM Station Promo"</li> <li>KJHK-FM, University of Kansas, "KJHK - AstroBase Recruitment Ad"</li> </ul>	<b>Best PSA</b> <ul style="list-style-type: none"> <li>WOBN-FM, Otterbein University, "Superman"</li> <li>WISU-FM, Indiana State University, "Bullying PSA"</li> <li>KWSC-TV, Wayne State College, "Conn Library"</li> <li>WDMB Impact89fm, Michigan State University, "Safe Halloween"</li> </ul>	<b>Best DJ</b> <ul style="list-style-type: none"> <li>WGCS-FM, Goshen College, "Ashlee Evans Air Check"</li> <li>WBGU-FM, Bowling Green State University, "The Afternoon Rush"</li> <li>KCSU-FM, Colorado State University, "DJ Thunderbeard and DJ ZJ's Super Sweet Sixteen and Pregnant Show"</li> <li>WZND Fuzed Radio, Illinois State University, "Elizabeth Rill's DJ Compilation"</li> </ul>
<b>Best Newscast</b> <ul style="list-style-type: none"> <li>WGCS-FM, Goshen College, "Globe News"</li> <li>WONC-FM, North Central College, "February Original Report"</li> <li>WZND Fuzed Radio, Illinois State University, "Chris Newman Newscast"</li> <li>WSUM-FM, University of Wisconsin-Madison, "6 PM Newscast October 14"</li> </ul>	<b>Best News Reporting</b> <ul style="list-style-type: none"> <li>WGCS-FM, Goshen College, "Blood Drive"</li> <li>KTSW-FM, Texas State University, "Texas Wild Rice Festival"</li> <li>WMUL-FM, Marshall University, "MU PreK"</li> <li>School of Journalism and Mass Communication, University of North Carolina-Chapel Hill, "Women lag behind in entrepreneurship"</li> </ul>	<b>Best Podcast</b> <ul style="list-style-type: none"> <li>KCWU-FM 88.1 The 'Burg, Central Washington University, "The 'Burg Spotlight"</li> <li>School of Journalism and Mass Communication, University of North Carolina-Chapel Hill, "Carolina Connection, Jan. 24, 2014"</li> <li>KZSU-FM, Stanford University, "Episode 23: Pinky and the Brain"</li> <li>KWVA-FM, University of Oregon, "Nick Aliotti: The Best Interview Around"</li> </ul>
<b>Best Documentary/ Public Affairs</b> <ul style="list-style-type: none"> <li>AUC Radio, The American University in Cairo, "28 and Single"</li> <li>WGCS-FM, Goshen College, "Vinyl Revival"</li> <li>WTBU-FM, Boston University, "Massachusetts in Motion"</li> <li>WGLS-FM, Rowan University, "Online Dating: There's an App for That?"</li> </ul>	<b>Best Special Broadcast</b> <ul style="list-style-type: none"> <li>WHSN, Husson University, "Edgar Allan Poe's Tales of Mystery and Imagination 2013"</li> <li>WJMU-FM, Millikin University, "The War of the Worlds"</li> <li>WCRX-FM, Columbia College Chicago, "Sam Lay"</li> <li>KJHK-FM, University of Kansas, "KJHK - USS Carpathia Holiday Special"</li> </ul>	<b>Best Student Media Website (Combined Category)</b> <ul style="list-style-type: none"> <li>Radio K - KUOM, University of Minnesota, RadioK.org</li> <li>Viking Fusion, Berry College, vikingfusion.berry.edu</li> <li>WGUR-FM, Georgia College and State University, gcsuradio.com</li> <li>WSUM-FM, University of Wisconsin-Madison, wsum.org</li> </ul>

# Student production awards finalists

VIDEO/TELEVISION CATEGORIES		
Best General Entertainment Program	Best Special Broadcast	Best Sportscast
<ul style="list-style-type: none"> <li>KBVR-TV, Oregon State University, "Glimpses: Game Night"</li> <li>Titan TV, University of Wisconsin-Oshkosh, "We're All Mad Here - 'Which Dreamed It'"</li> <li>North Texas Television, University of North Texas, "Ardillando- Season 8"</li> <li>TV2 KSU, Kent State University, "Amateur Hour"</li> </ul>	<ul style="list-style-type: none"> <li>Orbit TV, Muskingum University, "Muskie Daily Special Edition: Bomb Threat Update"</li> <li>Rowan Television Network, Rowan University, "Philippine Benefit Special: Typhoon Haiyan Relief"</li> <li>Cable 8, Washington State University, "Finding Frankie's Diagnosis"</li> <li>TV2 KSU, Kent State University, "Breaking News--KSU Gunman"</li> </ul>	<ul style="list-style-type: none"> <li>School of Journalism and Mass Communication, University of North Carolina-Chapel Hill, "Sports Extra - April 21, 2014"</li> <li>Cable 8, Washington State University, "Cognition Season 3 Episode 6"</li> <li>OUTV/WIRE, University of Oklahoma, "Sooner Sports Pad"</li> <li>TV2 KSU, Kent State University, "Friday Football Frenzy"</li> </ul>
Best Promo	Best PSA	Best Comedy
<ul style="list-style-type: none"> <li>Viking Fusion, Berry College, "Viking Fusion App"</li> <li>North Texas Television, University of North Texas, "We Are North Texas"</li> <li>TV2 KSU, Kent State University, "TV2 Connected"</li> <li>TV2 KSU, Kent State University, "Welcome Spring"</li> </ul>	<ul style="list-style-type: none"> <li>Viking Fusion/COM 425, Berry College, "Child Abuse"</li> <li>CAPS 13, Pittsburg State University, "GUSNet PSA"</li> <li>KFKX-FM, Hastings College, "Beat Breast Cancer"</li> <li>Com 160 TV Production, West Virginia State University, "Enough Is Enough"</li> </ul>	<ul style="list-style-type: none"> <li>North Texas Television, University of North Texas, "GDI- Gamma Delta Iota"</li> <li>NeuTube, Neumann University, "The Media Club: Episode 3"</li> <li>NeuTube, Neumann University, "NeuTube Laughs: Shamrock Shakes"</li> <li>Cable 8, Washington State University, "Viral Vision: Profs Reading Tweets"</li> </ul>
Best Newscast	Best News Reporting	Best Vodcast
<ul style="list-style-type: none"> <li>Ithaca College Television, Ithaca College, "Newswatch 16- April 8, 2014"</li> <li>North Texas Television, University of North Texas, "ntTV Nightly News"</li> <li>UTVS Television, St. Cloud State University, "UTVS News"</li> <li>TV2 KSU, Kent State University, "TV2 News - February 28, 2014"</li> </ul>	<ul style="list-style-type: none"> <li>School of Journalism and Mass Communication, University of North Carolina-Chapel Hill, "Police Take Down"</li> <li>UTVS Television, St. Cloud State University, "Giving by the Gallon"</li> <li>KWVA-FM, University of Oregon, "UO Students Say Sayonara to EMU"</li> <li>TV2 KSU, Kent State University, "Gary's Story"</li> </ul>	<ul style="list-style-type: none"> <li>WKNC-FM, North Carolina State University, "WKNC's The Lounge: Matthew E. White 'Big Love'"</li> <li>WKNC-FM, North Carolina State University, "WKNC's The Lounge: TOW3RS 'The Situation'"</li> <li>Orbit TV, Muskingum University, "Luke's Tech Corner"</li> <li>KJHK-FM, University of Kansas, "Live @ KJHK - Your Friend at the Natural History Museum"</li> </ul>
Best Documentary/ Public Affairs	Best Station Imaging (Combined Category)	Best Social Media Presence (Combined Category)
<ul style="list-style-type: none"> <li>MSU TV-2, Midwestern State University, "Under the Helmet"</li> <li>Southeastern Channel, Southeastern Louisiana University, "McCrea 1971: Louisiana's Forgotten Rock Festival"</li> <li>SCTV 39 / CTVR 129 Documentary Production, Saddleback College, "The Girl with Eight Limbs"</li> <li>Mason Cable Network, George Mason University, "George Mason: Patriot for Liberty"</li> </ul>	<ul style="list-style-type: none"> <li>Titan TV, University of Wisconsin-Oshkosh, "Welcome Back"</li> <li>WSWI-AM, University of Southern Indiana, "The Edge Imaging"</li> <li>TV2 KSU, Kent State University, "TV2.0"</li> <li>WSUM-FM, University of Wisconsin-Madison, "WSUM Imaging Package"</li> </ul>	<ul style="list-style-type: none"> <li>WKNC-FM, North Carolina State University, "WKNC Social Media"</li> <li>KTSW-FM, Texas State University, "KTSW Social Media"</li> <li>KJHK-FM, University of Kansas, "KJHK Social Media"</li> <li>KFJC-FM, Foothill College, "KFJC Social Media"</li> </ul>



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CBI Seattle T-shirts on sale now at [AskCBI.org/Seattle](http://AskCBI.org/Seattle). Prices are \$15 for sizes small, medium, large and extra-large and \$20 for 2XL and 3XL.

All T-shirts must be picked up at the National Student Electronic Media Convention Oct. 23-25.

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