

Inaugural CBI National Student Electronic Media Convention set for Atlanta

College Broadcasters, Inc. is proud to announce the first-ever National Student Electronic Media Convention Oct. 25-27 at the Sheraton Atlanta Hotel in downtown Atlanta. It will be America's only convention dedicated exclusively to the interests of student TV/video outlets, radio stations and webcasters.

Held in one of America's media capitals, the conference will feature three days of interactive sessions led by broadcast professionals and student media advisers. Other highlights will include the presentation of the National Student Production Awards at a special ceremony on Saturday, Oct. 27 and an emphasis on sessions related to video production.

"In the current environment of multi-media convergence, media outlets must have a working knowledge of all forms of electronic and new media," Greg Weston, CBI President, said. "We're excited to provide an opportunity for student media members to develop a wide range of essential, marketable skills at one convenient, affordable convention."

CBI has extensive experience programming conferences and workshops. For the past 10 years, CBI has organized student radio, TV, and webcasting sessions for the National College Media Convention, a collaboration between CBI, College Media Association (formerly known as College Media Advisers) and Associated Collegiate Press. Launching the National Student Electronic Media Convention represents a natural evolution of the training, mentoring and advocating CBI has been providing students and their advisors since its inception.

"As an organization responsible for meeting the needs of its members, we realized that starting a convention that puts student broadcasters first was an essential



Students from WVVS Blaze FM from Valdosta State University run the CBI cybercast during the fall 2011 convention in Orlando. A full schedule of stations from North Carolina, Georgia, Wisconsin, Ohio and Maryland participated in this 10th annual event.

next step for CBI," Weston said.

While a new set up will certainly bring about changes, one thing that won't change is the high quality you have come to expect from CBI convention programming. At the fall 2011 convention in Orlando, 94% of evaluations rated individual sessions as "good" or "excellent." More than 60% received the "excellent" designation. "Informative" and "helpful" were among the most frequent comments offered.

Registration for the inaugural National Student Electronic Media Convention will begin May 1 and prices start at \$100 per person for students and advisers of CBI member stations.

Check out the convention website at askcbi.org/atlanta for more information.

Inside...

Letter from the president
Page 2

Get ready to renew: Ownership reports made easy(ier)
Page 3

Programming options for student television, CBI associate membership program
Page 4

2012 CBI national student production awards
Pages 5-7

Letter from the president

Fellow CBI Members:

This is my first opportunity to address you as president of College Broadcasters, Inc. so let me start by saying thank you. Thank you for being members of this great organization. Thank you for your role in the many successes CBI has been a part of over the years. Thank you for your support of student broadcasters. It is both humbling and thrilling for me to take on a leadership role in a group from which I have learned so much since I joined CBI in 2004.

The upcoming year will be an eventful one for CBI. After more than a decade of collaboration with CMA and ACP, this fall CBI will, for the first time, independently produce its own convention. The inaugural CBI National Student Electronic Media Convention will be held Oct. 25-27, 2012 in Atlanta (see page one for more details.) While our past convention partnerships with CMA and ACP have been fruitful, the CBI Board of Directors is excited about this opportunity to put the interests of student broadcasters first. There are a number of benefits to this path, including an exclusive focus on issues relevant to student radio and TV/video outlets, full control of session scheduling, and all revenue generated remaining within CBI.

With an exclusive focus on issues related to student radio, TV and online broadcasters – as well as an affordable, conveniently located venue – we are confident that our convention will be the most beneficial experience your station will have this year.

As with all CBI initiatives, this will only succeed with the support of our membership. Please begin making your plans to join us in Atlanta. We are also looking for members to share their expertise by submitting a session proposal.

Another big change we're working on is improving our website. Under the leadership of our new IT Content Director, Cara Friez of East Carolina University, we have unveiled an online Weekly Showcase to highlight the tremendous work done by our students. To have your station featured, contact Cara at friezc@ecu.edu. A new website design is also in the works.

Here's what won't change at CBI: Our member-first philosophy. This organization exists solely to support its members and the board's primary consideration in every decision it makes is the interest of the members. Do you feel we serve you well? I'd love to hear your thoughts. Contact me at grw8@pitt.edu.

Thank you,

Greg Weston, CBI President



© 2012 College Broadcasters, Inc. *CBI Insights* is the official newsletter of College Broadcasters, Inc. The opinions expressed herein are not necessarily those of CBI or its board of directors.

Questions? Comments?
Phone: 1-855-ASK-4CBI
Web: askcbi.org
Facebook/Twitter: AskCBI

College Broadcasters, Inc.
UPS - Hershey Square Center
1152 Mae Street
Hummelstown, PA 17036

CBI Board of Directors

President
Greg Weston
WPTS-FM, University of Pittsburgh
grw8@pitt.edu

Vice President
Position Vacant
Contact Executive Director
exdir@askcbi.org

Treasurer
Lisa Marshall
WMCO-FM, Muskingum University
lisam@muskingum.edu

Secretary & *CBI Insights* Editor
Jamie Lynn Gilbert
WKNC-FM, North Carolina State University
jamie_gilbert@ncsu.edu

Development Director
Mark Maben
WSOU-FM, Seton Hall University
mark.maben@shu.edu

IT Content Director
Cara Friez
Campus 31 Television, East Carolina University
friezc@ecu.edu

Student Representative
Phileshia Motley
One Mic, Kentucky State University

Important Contacts

Executive Director
Will Robedee
KTRU, Rice University
exdir@askcbi.org

Immediate Past President/
Awards Coordinator
Warren Kozireski
WBSU-FM, College at Brockport
wkozirek@brockport.edu

Elections Commissioner
Ed Arke
WVMM-FM, Messiah College
earke@messiah.edu

Cybercast Coordinator
Dave Black
WSUM-FM, University of Wisconsin-Madison
gm@wsuwm.org

Get ready to renew: Ownership reports made easy(ier)

By Stephen Hartzell, attorney
Brooks, Pierce, McLendon, Humphrey & Leonard LLP

Noncommercial stations are required to file biennial ownership reports every two years on the date of their license renewal application filing deadline. With the license renewal cycle underway, noncommercial stations must remember to file their biennial ownership reports at the same time they file their license renewal applications. In many instances, noncommercial stations are licensed to a board of trustees for a college, university or other organization, with day-to-day operations of the station (and many FCC filings) delegated to other personnel. It is common, too, for a college's in-house legal counsel to be unfamiliar with the FCC rules and filing deadlines that affect the institution's broadcast station. In these situations, it is helpful for noncommercial stations to follow an established protocol when it comes time to prepare for the filing of the license renewal application and biennial ownership reports.

Both the noncommercial biennial ownership report and license renewal application require information relating to an institution's board of trustees (or other governing board). For example, the biennial ownership report requires noncommercial stations to report the name, address, citizenship, principal profession or occupation of each member of the governing board and the identity of the person or entity who appointed or elected the member, as well as any interests the member has in any other broadcast station (commercial or noncommercial). The license renewal application also requires each noncommercial station to certify, among other things, whether any member of the licensee's governing board has been found liable for certain offenses like felonies or been involved in FCC proceedings involving allegations relating to their character.

One method that may help to ensure the timely gathering and disclosure of such issues so that your station can accurately report them to the FCC is to have your institutional licensee's board members respond on an annual basis to a survey or

questionnaire that solicits the appropriate information. A college or university typically surveys the members of its board of trustees at least annually to determine whether there are any conflicts of interest with their board service. It may be desirable for college radio stations to design their own annual FCC questionnaire to be distributed with the institution's conflict of interest survey. Typically you would do this in consultation and coordination with you institution's in-house lawyers. In other words, it would be prudent and wise for college broadcast station managers to reach out to university counsel well in advance of a biennial ownership report and/or renewal filing deadline.

With biennial ownership report and license renewal application deadlines on the horizon, noncommercial college and university broadcast stations would be well advised to contact the institution's in-house lawyers to begin to discuss and develop a protocol for ensuring that all information about the licensee's governing board is timely gathered so that FCC filing and reporting requirements are met on a timely basis. Should you have any questions about the ownership reporting or license renewal requirements, feel free to drop me a line at shartzell@brookspierce.com.

This article is not intended to be and should not be construed as legal advice or a legal opinion on any specific set of facts or circumstances. Therefore, you should consult with legal counsel concerning any specific set of facts or circumstances before taking any action.

Stephen Hartzell is an attorney with Brooks, Pierce, McLendon, Humphrey & Leonard LLP in Raleigh, N.C. He primarily represents television and radio broadcasters on a host of regulatory matters.

Filing Date	Expiration Date	State/Territory
Dec. 1, 2011	April 1, 2012	Alabama, Georgia
Feb. 1, 2012	June 1, 2012	Arkansas, Louisiana, Mississippi
April 2, 2012	Aug. 1, 2012	Indiana, Kentucky, Tennessee
June 1, 2012	Oct. 1, 2012	Michigan, Ohio
Aug. 1, 2012	Dec. 1, 2012	Illinois, Wisconsin
Oct. 1, 2012 - Aug. 1, 2013	2013	Arizona, California, Colorado, Idaho, Iowa, Kansas, Missouri, Minnesota, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, South Dakota, Texas, Utah, Wyoming
Oct. 1, 2013 - Aug. 1, 2014	2014	Alaska, American Samoa, Connecticut, Delaware, Guam, Hawaii, Maine, Mariana Islands, Massachusetts, New Hampshire, New Jersey, New York, Oregon, Pennsylvania, Rhode Island, Saipan, Vermont, Washington

Sample ownership questionnaire

1. Other than your current position, do you have an interest in any other radio or television broadcast station? If the answer is "Yes," please identify the organization, the nature of your interest in the organization, the organization's broadcast interest, and the location of the broadcast interest.
2. Are you a United States citizen? If not, please state your citizenship.
3. What is your principal profession or occupation?
4. By whom were you appointed or elected to your current position?
5. Have you had any interest in (a) any broadcast application in any proceeding where character issues were left unresolved or were resolved adversely against the applicant, or (b) any pending broadcast application in which character issues have been raised? If the answer is "Yes," please describe.
6. Have you been involved in any proceeding before a court or administrative body involving any laws related to the following: any felony; mass media-related antitrust or unfair competition; fraudulent statements to another governmental unit; or discrimination? If the answer is "Yes," please describe.

Programming options for student television

Local television stations rely on syndicated programming like sitcom reruns or talk shows to fill portions of their programming schedules not covered with network or original programming. With minimal (if any) budget to purchase content, student TV stations can turn to public domain content and other sources to supplement their original programming.

The U.S. Copyright Office considers a work to be in the public domain “if it is no longer under copyright protection or if it failed to meet the requirements for copyright protection. Works in the public domain may be used freely without the permission of the former copyright owner.”¹ The University of California clarifies “No permission whatsoever is needed to copy or use public domain works.... Public domain works can serve as the foundation for new creative works and can be quoted extensively. They can also be copied and distributed ... without permission or paying royalties.”²

The copyright on any work published in the United States before Jan. 1, 1923 has expired, placing it in the public domain. Works of the U.S. government, defined as material prepared by an officer or employee of the government as part of his or her official duties, are not subject to copyright and thus reside in the public domain. Material may also be specifically placed in the public domain by its creator. Unfortunately, the U.S. Copyright Office does not compile nor maintain a list of public domain material. It is therefore up to the astute programmer to locate public domain videos. There are a number of online resources to aid in your search.

The Internet Archive (archive.org), a non-profit Internet library, maintains a “moving image” library with more than 600,000 items in 15 sub-categories. It includes material both in the public domain and licensed under Creative Commons, a “some rights reserved” approach to copyright in which individual creators can assign specific conditions to their work, such as whether the work can be used with or without credit to its creator, if it can be

1 http://www.copyright.gov/help/faq/faq-definitions.html#public_domain

2 <http://www.universityofcalifornia.edu/copyright/publicdomain.html>

used for commercial purposes, whether someone else can use the original to make derivative works, and if any derivative works must be licensed under the same conditions.

According to the Internet Archive, “Many of the movies and collections are licensed with Creative Commons Licenses. Uploaders may designate whether or not an item has a CC License. If they do so, the Creative Commons logo will appear on the left hand side of the movie’s detail page. Click on this logo to see details about the specific type of license that the uploader has assigned to the movie.”³ Videos can be downloaded in a number of formats that vary by selection, including Ogg, MPEG2, MPEG4, QuickTime and Windows Media. Please take steps to verify all work is in the public domain before broadcasting it on a campus TV station or other video outlet.

PEGMedia.org is an online media transfer site for public, educational, and governmental access (“PEG”) channels. Based on the same principle as the Public Radio Exchange (PRX.org) for public radio

3 <http://www.archive.org/about/faqs.php#Movies>

programming, PEGMedia.org allows content creators to upload their material for download by stations across the country or world. There is a nominal fee (\$0.99 or less per video to cover bandwidth and sometimes paid by the producer). Submitted content must meet quality control standards and appeal to a wide audience. Content must also be non-commercial and any sponsorship must meet PBS guidelines.⁴ While not necessarily public domain material, PEGMedia.org is available for stations to rebroadcast.

SirkTV (formerly the Zilo College Television Network), is another option for college television stations. SirkTV offers four hours of programming per month designed to appeal to a collegiate audience, such as interviews with actors, directors and musicians, along with some short films and documentaries. According to Marc Perez, president of Sirk Productions, SirkTV has 110 affiliate stations and programming is available as a MPEG2 download. Interested stations can sign up to receive programming via SirkTV.com.

4 <http://www.pegmedia.org/index.php?q=node/17>

CBI associate membership program

The CBI Associate Membership Program is for individuals, small businesses, nonprofits and large corporations who share the interests and goals of college broadcasters and/or do business with college media organizations. Associate members are non-voting members who enjoy all the privileges of membership in CBI except the right to hold office. Proceeds from the associate membership program help support CBI’s activities on behalf of student and college broadcasters nationwide. The program also helps raise awareness of businesses and services among CBI member stations.

Individual Associate Membership Levels

- Talent (\$125) Receive certificate and a listing as an associate member in the Talent level section of CBI’s associate member website for one year.
- Assistant Producer (\$250) Receive

certificate and a listing as an associate member in the Assistant Producer level section of CBI’s associate member website for one year.

Small Business/Nonprofit/Corporate Associate Membership Levels

- Small Business (\$175) This level is specifically for companies with 12 or fewer employees. Receive certificate and a listing in the Associate Member section of CBI’s website with a link to your business website for one year.
- Basic (\$250) Receive certificate and a listing in the Associate Member section of CBI’s website with a link to your business website for one year.

Increased individual and corporate associate membership levels are available with additional benefits. Membership terms run Sept. 1-Aug. 31. See askcbi.org for details.

2012 CBI NATIONAL STUDENT PRODUCTION AWARDS

OFFICIAL RULES

Rules may be amended by the CBI Board of Directors at any time. The CBI Board of Directors is the final authority on all matters involving the contest. The contest is open to all campus radio stations (over-the-air, Internet and cable/closed circuit), television facilities, and other student media outlets.

- Entries must be submitted electronically via the CBI website at askcbi.org by Friday, May 11, 2012 at 11:59 p.m. ET.
- Each entry must be completely identified to show the call letters (if applicable); name and mailing address of the school; competition category; title of the entry; the name of the person(s) involved with production of the entry; the air/production date; and the length of the entry.
- Entries are limited to two per category per station. But the same program, program segments, packages, aircheck, advertisement, promo, or public service announcement may be entered in more than one award category.
- Each entry may include for the judges one page of typewritten supplemental data as an attachment. This one page of supplemental material may include, but is not limited to, a summary of the entry, an explanation of how the topic was selected, the goals achieved, any hurdles that were overcome, and the quantity and quality of audience feedback received. This one page of supplemental material is optional, not required.
- The judges for the contest will be professionals in the field and journalism and mass communications faculty/staff members. They will have the authority to place an entry in a different category than the one in which it was entered.
- Entries are to be original work by students (totally student-produced) for a campus media outlet or college credit courses. This work can not be done for professional broadcasting stations or related organizations. All entries must be submitted as originally broadcast or produced for a class between June 1, 2011 and May 10, 2012.
- Where applicable, entries must be accompanied by evidence of copyright permission for any material not covered by a campus or institutional agreement with ASCAP, BMI, SESAC, or other licensing organization. All commercials, public service announcements, and promotional announcements must be edited out of all program entries. Programs produced with significant resources outside of the student community are not accepted.
- The official online entry form must be used. An entry form is to be filled out individually with each entry. Each entry must be placed in the correct subsection (Audio/Radio, Video/Television or Combined) and in the correct category or will not be considered.
- Violation of these rules will result in disqualification of a station's entry from any award consideration by the judges in the category in which the violation occurs.

If you broadcast limited hours, you risk having a timeshare agreement forced upon your station.

How can you stay on the air longer hours with a volunteer staff and a limited budget?

PROTECT YOUR FREQUENCY

Solution: *Great Classical Music*

WCPE's mission is to bring *Great Classical Music* to everyone. We offer our service to you without cost or obligation.

***Great Classical Music* is a commercial-free program stream from one of the country's most popular classical radio stations.**

- **Expand your broadcast time up to 24 hours at no charge.**
- **Use as much or as little of our programming as you like.**

Listen to our audio stream at theclassicalstation.org. Contact our affiliates for references: theclassicalstation.org/partners.

**Contact Curtis Brothers, WCPE Outreach Coordinator for more information:
Curtis@theclassicalstation.org
or 800.556.5178**

WCPE
TheClassicalStation.org

ENTRY CATEGORIES: AUDIO/RADIO

BEST DJ

The entry should highlight the on-air announcing skills of an exceptional audio/radio talent(s). The entry in the DJ aircheck may feature a show team with single or multiple on-air personalities. A DJ aircheck consists of only breaks taken by the announcer(s). Whole songs, PSAs or promos which do not feature the announcer(s) talents are not to be included, but a few seconds of each song, PSA, or promo are allowable to establish the transition between breaks. Original comedy skits and telephone escapades (with the subjects' permission, of course) are allowable. The entry must be a collection of highlights or a resume tape made by the announcer(s). The entry submitted may be no longer than five (5) minutes in length.

BEST STATION PROMO

Creative use of voice, music and/or sound effects are to be combined in any combination to form an announcement used to promote a campus media outlet. In addition, entries should include call letters or name of the station, if applicable. The entry must be the standard length of 15, 30 or 60 seconds. Time limits will be strictly enforced by the judges.

BEST PUBLIC SERVICE ANNOUNCEMENT

Creative use of voice, music and/or sound effects are to be combined in any combination to form a public service announcement used to provide public service to the campus community and the city of license which the media outlet serves. The public service announcement should be localized to the community the student media outlet serves, not to be entirely national in scope. Subject cannot be the media outlet or college/university itself. The entry must be a standard length of 15, 30 or 60 seconds. Time limits will be strictly enforced by the judges.

BEST NEWSCAST

The entry must be a single, regularly scheduled newscast no more than five (5) minutes in length. Special segments such as pre-produced features or investigative reports may be included in the newscast but will not be considered by the judges

for the purpose of this award unless such segments are locally produced by the station or media outlet. Judging for the best newscast will be based on content and service to the community. Considerations will include writing, editing, news judgment and use of audio.

BEST NEWS REPORTING

This category is for hard or soft news packages that would air during any regularly scheduled newscast or during a magazine show segment. An entry is a single news story that features sound to enhance the package. The entry must be no longer than three minutes thirty seconds (3:30).

BEST FEATURE SHOW OR BROADCAST

The entry must be a locally originated non-DJ program dealing with a subject of human interest. Judges will consider creativity and the degree of interest generated by the presentation. The entry must be no longer than thirty (30) minutes in length.

BEST DOCUMENTARY

The entry must be a program dealing with an issue of public interest explored in depth with multiple sources. Extensive use of sound to enhance the content is required. The documentary must have been produced entirely by students. Judges will evaluate the quality of production and journalistic skills demonstrated in presentation and editing. The entry must be no longer than thirty (30) minutes, although the program may have been longer in its entirety.

BEST PODCAST

This is unique programming or a rebroadcast of an audio program intended for an online audience. Please include SPECIFIC page url(s) where content is posted. Although there is no limit to the length of the content, only up to the first ten (10) minutes will be judged.

BEST SPORTS REPORTING

This category is for shorter sports packages or any regularly-scheduled sportscast. An entry could be a single sports story which features sound used to enhance the package or could be a sportscast that is no longer than three minutes thirty seconds (3:30) in length. Audio/radio sports play-by-play segments are not permissible in this category.

BEST SPORTS PLAY-BY-PLAY

Entry must be play-by-play coverage of a sports event. The entry must be the program as broadcast, except that the segment submitted may be no longer than thirty (30) minutes. In addition, the segment entered shall be "consecutive minutes," not several samples of scoped material.

BEST REGULARLY SCHEDULED ENTERTAINMENT PROGRAM

Entry must be of a weekly or otherwise regularly scheduled program such as comedy, soap opera, talk show or other show of non-news or sports content. One or multiple talent(s) is acceptable. The segment submitted can be no longer than thirty (30) minutes though the original may have been longer.



The finalists for Best TV/Video Newscast accept their awards at the 2011 National Student Production Awards ceremony in Orlando, Fla. UTVS at St. Cloud State University took top honors for its April 21, 2011 edition of "UTVS News." View or listen to all the 2011 winners at askcbi.org.

ENTRY CATEGORIES: VIDEO/TELEVISION

BEST COMEDY

Weekly or regularly scheduled video/television comedy-based program. The segment submitted can be no longer than thirty (30) minutes though the original may have been longer. Judging will be based on acting, writing and production elements.

BEST STATION PROMO

Creative use of voice, music, sound effects, video footage, graphics and other visuals are to be combined in any combination to form an announcement used to promote a campus media outlet. In addition, entries should include channel name and if applicable call letters and channel number. The entry must be the standard length of 15, 30 or 60 seconds. Time limits will be strictly enforced by the judges.

BEST PUBLIC SERVICE ANNOUNCEMENT

Creative use of voice, music, sound effects, video footage, graphics, and other visuals are to be combined in any combination to form a public service announcement used to provide public service to the campus community which the media outlet serves. The public service announcement should be localized to the community the student media outlet serves, not to be entirely national in scope. Subject cannot be the media outlet or college/university itself. The entry must be the standard length of 15, 30 or 60 seconds. Time limits will be strictly enforced by the judges.

BEST NEWSCAST

The entry must be a single, regularly scheduled newscast (no sports) over five (5) minutes in length. Special segments such as pre-produced features or investigative reports may be included in the newscast, but they will not be considered by the judges for the purpose of this award unless such segments are locally produced by the station or media outlet. Judging for the best newscast will be based on content and service to the community. Considerations will include writing, editing, news judgment and use of audio and video.

BEST NEWS REPORTING

This category is for hard or soft news packages (no sports) that would air during any regularly scheduled newscast. An entry is a single news story that features sound and/or dramatic video used to enhance the package. The entry must be no longer than three minutes thirty seconds (3:30).

BEST SPECIAL BROADCAST

The entry must be a locally originated program of a one-time or annual non-sports nature. Judges will consider creativity and the degree of interest generated by the presentation. The entry must be a minimum of ten (10) minutes in length.

BEST VODCAST

This is unique programming or a rebroadcast of a video program intended for an online audience. Please include SPECIFIC page url(s) where content is posted. Although there is no limit to the length of the content, only the first ten (10) minutes will be judged.

BEST SPORTSCAST

The entry must be a single, regularly scheduled sportscast. For video/television, special segments, such as pre-produced features or syndicated reports, may be included in the sportscast, but they will not be considered by the judges for the purpose of this award unless such segments are locally produced. Judging for the best sportscast will be based on content and service to the community. Considerations will include writing, editing, sports news judgment and use of audio and video.

BEST DOCUMENTARY/PUBLIC AFFAIRS

The entry must be a program dealing with an issue of public interest explored in depth with multiple sources. Extensive use of sound to enhance the content is required. The documentary must have been produced entirely by students. Judges will evaluate the quality of production and journalistic skills demonstrated in presentation and editing. The entry must be no longer than thirty (30) minutes, although the program may have been longer in its entirety.

BEST GENERAL ENTERTAINMENT PROGRAM

Entry must be of a recurring program such as a magazine, drama, reality and game shows or other shows of non-news or sports content. One or multiple talent(s) is acceptable. The segment submitted can be no longer than thirty (30) minutes though the original may have been longer.

ENTRY CATEGORIES: COMBINED

BEST STUDENT MEDIA WEB SITE

Students who are making the best effort to provide solid Internet strategy for their campus media outlet should submit their page URL to enter. Judges will consider as plus the following: how easy the site is to navigate; how user friendly the web site is for those seeking information about the media outlet; and if the web site is a destination or a resource for listeners/viewers.

BEST COMMUNITY INVOLVEMENT

This category includes programs, activities, concerts and partnerships that the student media outlet organized to reach out and engage their campus or local community. Please include all promotion materials or documentation of event or events (PDF, audio/video files, and/or URL for website) as well as an activity summary document. All entries must contain verification that submitted materials were aired/streamed/printed/distributed/etc. and not simply created as supplemental material for contest entry.

BEST STATION IMAGING

This category is open to station IDs, promos, sweepers, liners, jingles and any other creative use of voice, music, sound effects, video footage and graphics/visuals to promote and enhance a campus station's image/identity. Individual spots or an entire campaign may be entered, but total time of audio or video submission package cannot exceed five (5) minutes. Imaging produced by any outside firm or professional is ineligible. All submissions in the best station imaging category must have been produced in-house by student staff. Violation of this eligibility rule may render the school ineligible for current and future CBI competitions.



College Broadcasters, Inc.
UPS - Hershey Square Center
1152 Mae Street
Hummelstown, PA 17036

PRSR STD
 US Postage
 PAID
 Raleigh, NC
 Permit No. 1910

CBI offers membership benefits

College Broadcasters, Inc. (CBI) represents students involved in radio, television, webcasting and other related media ventures; ensures a commitment to education and the student pursuit of excellence through active involvement in electronic media; promotes cooperative efforts between the association and other national, regional and state media organizations; facilitates the discussion of issues related to student-operated electronic media; and other community oriented programs.

CBI represents student radio and television operations across the United States and internationally. Members range from 20,000+ watt FCC-licensed student radio stations and on-campus television cable networks to small, Internet-only operations. The organization actively represents college broadcasters in negotiating rates and terms for webcasters and maintains lively email lists where advisers and students alike regularly share comments, questions and advice with fellow members.

CBI station members receive discounted registration to its convention and free entry in CBI's National Student Production Awards. CBI also works with national companies like Communications Technologies, Inc. to offer vendor discounts to its member stations.

CBI memberships run from September to August of each academic year. A membership form is available online at askcbi.org. Stations can also visit askcbi.org to renew their membership by credit card.

- AM, FM, and TV coverage contour maps
- FM and TV real-world terrain-based coverage predictions
- Frequency search studies for prospective new stations
- Upgrade studies for existing stations
- Broadcast transmission facility design
- FCC applications preparation—construction permit and license engineering
- PCN (Prior Coordination Notification) studies & FCC 601 STL applications
- Contact *Laura M. Mizrabi* or *Clarence M. Beverage* for additional information



Communications Technologies, Inc.

Radio Frequency/Broadcast Engineering Consultants

P.O. Box 1130, Marlton, NJ 08053
 Tel: (856) 985-0077 ■ Fax: (856) 985-8124
www.commtechr.com

Graphic design by North Haven Design • David@NorthHavenDesign.com