

## Austin welcomes college media convention

Spend Halloween in Austin, Texas at the largest gathering of student journalists and advisers in the world. The Associated Collegiate Press, College Media Advisers and College Broadcasters, Inc. will host the 88th annual National College Media Convention Oct. 28-Nov. 1 at the Hilton Austin and adjacent Austin Convention Center.

The four-day event begins Wednesday with convention registration and a handful of specialized, in-depth training workshops on newsroom management for newspaper editors, coaching writing, newspaper design, business and advertising and digital photography. These workshops, along with other multimedia workshops that continue throughout the convention, all require an additional fee and advance registration.

The convention is in full swing Thursday morning, promising more than 400 practical and professional learning sessions before Sunday afternoon. Topics include webcasting rules, radio automation, starting an online TV station, live broadcast sports, recruitment and retention and underwriting.

CBI will honor its top student producers at its annual awards ceremony Friday at 3:30 p.m. The national student production awards are open to all campus radio stations, television facilities and other student media outlets. More than 400 entries were received in 24 categories. A complete list of finalists is located on page three.

Other highlights include keynote speaker John Burnett, a roving National Public Radio correspondent based in Austin. Burnett's reports are heard regularly

on NPR newsmagazines Morning Edition, All Things Considered and Weekend Edition. Rich Boehne, president and chief executive officer of the E.W. Scripps Company, and online media pioneer Steve Outing will also deliver keynote speeches.

### Austin media tours planned

Signup for these tours will take place at the CMA information desk. Participation is free for convention attendees, though some tours require transportation via city bus. Please sign up as early as possible after arriving at the convention to reserve places in these tours, most of which are limited to 15-20 people.

- Watergate Papers presentation by archivists at the Harry Ransom Center. 9-10 a.m., Thursday, Oct. 29.
- GSD&M Idea City, Austin ad agency. 10 a.m., Thursday, Oct. 29.
- Austin City Limits studios, home of the long-running television series, on the UT campus. 10:30-11:30 a.m., Thursday, Oct. 29.
- O. Henry Home, just across the street from the convention hotel. 1-3 p.m., Thursday, Oct. 29.
- Harry Ransom Center, University of Texas-Austin campus. 10-11 a.m., Friday, Oct. 30.
- Austin American-Statesman, local daily newspaper. Time TBA, Friday, Oct. 30.
- Clear Channel Radio, home of six broadcast stations. Time TBA, Friday, Oct. 30.

Questions regarding the media tours can be directed to Kathy Lawrence, University of Texas-Austin, [kathyl@mail.utexas.edu](mailto:kathyl@mail.utexas.edu).

### Convention registration fees

Early bird rates, those registering by Oct. 12, 2009:

- \$85 ACP/CBI/Black College Communication Association (BCCA) member students
- \$105 Nonmember students
- \$105 CMA/CBI/BCCA member advisers and non-students
- \$150 Nonmember advisers and non-students
- \$40 Spouse/partner/family members not in journalism

Regular rates, those registering on or after Oct. 13, 2009:

- \$105 ACP/CBI/BCCA member students
- \$135 Nonmember students
- \$130 CMA/CBI/BCCA member advisers and non-students
- \$180 Nonmember advisers and non-students
- \$50 Spouse/partner/family members not in journalism

Optional fees:

- Best of Show competition: free to ACP members
- Best of Show competition: \$25 per entry for non-ACP members
- Convention T-shirts: \$10
- CMA awards breakfast: \$20

All fees payable in U.S. dollars, with check, Visa/MasterCard/American Express or official purchase order. A complete convention registration booklet will be available beginning Aug. 15, 2009. It will be mailed to colleges and universities in the United States and Canada, and will be available at <http://studentpressblogs.org/austin2009>.

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**CBI Board  
of Directors:**

Chair & Awards Coordinator

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SUNY Brockport

chair@collegebroadcasters.org

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University of Oregon

vc@collegebroadcasters.org

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Development

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University of Oklahoma

info@collegebroadcasters.org

Student Representative

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studentrep@collegebroadcasters.org

Interim Secretary & CBInsights Editor

**Jamie Lynn Gilbert**

North Carolina State University

jamie\_gilbert@ncsu.edu

Interim Communication/IT

**John Bennett**

Savannah College of Art & Design

jrb@scad.edu

Immediate Past Chair

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Rice University

past\_chair@collegebroadcasters.org

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Cybercast Coordinator

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Wayne State College

mimarek1@wsc.edu

Elections Commissioner

**Chris Thuringer**

University of Kentucky

cpthur0@uky.edu

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Questions? Comments?

Please contact CBI.

Phone: 1 (877) ASK-CBI1

(1-877-275-2241) (713)

348-2935

Web: <http://www.askcbi.org>

College Broadcasters, Inc.

UPS - Hershey Square Center

1152 Mae Street

Hummelstown, PA 17036

# New commissioners join FCC

There are some new faces at the Federal Communications Commission. Since his inauguration in January, President Barack Obama has appointed three new commissioners to the five member governing body.

Two commissioners vacated their roles in January; Kevin Martin stepped down from his post as Commission Chairman and Deborah Taylor Tate's term ended. Obama's technology adviser Julius Genachowski was seen as a top contender to fill Martin's role. Although nominated to the FCC in March, Genachowski was not confirmed and sworn in until June. The job brought him back to the FCC, where he worked as chief counsel to Chairman Reed Hundt and special counsel to then-General Counsel William Kennard, who followed Hundt as chairman.

In remarks made June 30 to the FCC staff, Genachowski outlined these goals for the Commission:

- Promoting universal broadband that's robust, affordable and open.
- Pursuing policies that promote job creation, competition, innovation and investment.
- Protecting and empowering consumers and families.
- Helping deliver public safety communications networks with the best technology to serve our firefighters, police officers, and other first responders.
- Advancing a vibrant media landscape, in these challenging times, that serves the public interest in the 21st century.
- Seizing the opportunity for the United States to

lead the world in mobile communications.

As June saw Genachowski's arrival as chairman and the confirmation of Robert M. McDowell for a second term, it also marked the resignation of Jonathan Adelstein to create a second unfilled seat. Mignon Clyburn was nominated to fill Adelstein's term and confirmed in July. At the same time, Meredith Attwell Baker was nominated and confirmed to take the seat vacated by Tate.

Commissioners are appointed by the president and confirmed by the Senate. Each serves a five year term, unless he or she is appointed to fill an unexpired term for a departing commissioner. No more than three commissioners may be from the same political party and none can have a financial interest in any Commission-related business.

January 2009

- Deborah Taylor Tate's term expires
- Kevin Martin resigns

March 2009

- Julius Genachowski nominated to Commission

June 2009

- Robert M. McDowell reappointed and confirmed for a second term
- Genachowski confirmed and sworn in
- Jonathan Adelstein resigns
- Meredith Attwell Baker and Mignon Clyburn nominated to Commission

July 2009

- Baker confirmed and sworn in
- Clyburn confirmed

August 2009

- Clyburn sworn in



Chairman Julius Genachowski  
FCC Press Photo



Meredith Attwell Baker  
FCC Press Photo



Mignon Clyburn  
FCC Press Photo

For more on all FCC commissioners, including bios, speeches and statements, visit [www.fcc.gov/commissioners](http://www.fcc.gov/commissioners).

# CBI student production award finalists

TELEVISION CATEGORIES		RADIO CATEGORIES	
Best General Entertainment Program	Best Documentary/ Public Affairs	Best Regularly Scheduled Program	Best Documentary
<ul style="list-style-type: none"> <li>• St. Cloud State University</li> <li>• Harvard College</li> <li>• University of Texas at Austin</li> <li>• Ithaca College</li> </ul>	<ul style="list-style-type: none"> <li>• Rowan University</li> <li>• Pittsburg State University</li> <li>• Muskingum College</li> <li>• Midwestern State University</li> </ul>	<ul style="list-style-type: none"> <li>• University of California-Berkeley</li> <li>• University of Cincinnati</li> <li>• Texas State University-San Marcos</li> <li>• Columbia College</li> </ul>	<ul style="list-style-type: none"> <li>• North Central College</li> <li>• Marshall University</li> <li>• Rowan University</li> <li>• Cabrini College</li> </ul>
Best Promo	Best PSA	Best Promo	Best PSA
<ul style="list-style-type: none"> <li>• Harvard College</li> <li>• Savannah College of Art and Design</li> <li>• University of South Dakota</li> <li>• Ithaca College</li> </ul>	<ul style="list-style-type: none"> <li>• University of South Dakota</li> <li>• Lyndon State College</li> <li>• University of North Carolina</li> <li>• University of the Incarnate Word</li> </ul>	<ul style="list-style-type: none"> <li>• Columbia College</li> <li>• Seton Hall University</li> <li>• North Central College</li> <li>• Marshall University</li> </ul>	<ul style="list-style-type: none"> <li>• University of Southern Indiana</li> <li>• Texas State University-San Marcos (Animal Shelter)</li> <li>• Illinois State University</li> <li>• Texas State University-San Marcos (Recycling)</li> </ul>
Best Live Sports Production	Best News Reporting	Best Sports Reporting	Best News Reporting
<ul style="list-style-type: none"> <li>• Ithaca College (Basketball vs Stevens)</li> <li>• Pittsburg State University</li> <li>• Ithaca College (Football vs Frostburg State)</li> <li>• St. Cloud University</li> </ul>	<ul style="list-style-type: none"> <li>• Purdue University</li> <li>• University of North Carolina (“Budget Impact”)</li> <li>• University of North Carolina (“Drag Racing”)</li> <li>• Oregon State University</li> </ul>	<ul style="list-style-type: none"> <li>• Rowan University</li> <li>• Hofstra University (“Winding Trip”)</li> <li>• Hofstra University (“Changes”)</li> <li>• DePaul University</li> </ul>	<ul style="list-style-type: none"> <li>• Hofstra University</li> <li>• University of North Carolina</li> <li>• Illinois State University</li> <li>• Marshall University</li> </ul>
Best Newscast	Best Special Broadcast	Best Newscast	Best Station Promotion
<ul style="list-style-type: none"> <li>• University of South Dakota</li> <li>• Ithaca College</li> <li>• Lyndon State College</li> <li>• University of North Carolina</li> </ul>	<ul style="list-style-type: none"> <li>• Indiana University of Pennsylvania</li> <li>• Ithaca University</li> <li>• Midwestern State University</li> <li>• Rowan University</li> </ul>	<ul style="list-style-type: none"> <li>• Henderson State University</li> <li>• Humboldt State University</li> <li>• North Central College</li> <li>• North Carolina State University</li> </ul>	<ul style="list-style-type: none"> <li>• Loyola College in Maryland</li> <li>• University of Minnesota</li> <li>• Illinois State University (Promo Compilation)</li> <li>• Illinois State University (Fridge Giveaway)</li> </ul>
Best Sportscast	Best Technical Production	Best Sports Play-By-Play	Best Technical Production
<ul style="list-style-type: none"> <li>• Oregon State University</li> <li>• Boston University</li> <li>• Ithaca College</li> </ul>	<ul style="list-style-type: none"> <li>• WOIP-TV &amp; COM 480</li> <li>• Colorado State University</li> <li>• University of Oklahoma</li> <li>• University of Texas-Pan American</li> </ul>	<ul style="list-style-type: none"> <li>• Marshall University</li> <li>• Hofstra University (“Hofstra at Fairfield”)</li> <li>• Hofstra University (“Hofstra at ODU”)</li> <li>• College at Brockport</li> </ul>	<ul style="list-style-type: none"> <li>• Marshall University</li> <li>• Savannah College of Art and Design</li> <li>• Texas State University-San Marcos</li> <li>• Columbia College</li> </ul>
Best Comedy	Best Student Media Web Site (Combined Category)	Best Feature	Best DJ
<ul style="list-style-type: none"> <li>• University of South Carolina</li> <li>• Berry College</li> <li>• University of South Dakota</li> <li>• University of Texas at Austin</li> </ul>	<ul style="list-style-type: none"> <li>• Lyndon State College</li> <li>• Ithaca College (WICB)</li> <li>• Ithaca College (ICTV)</li> <li>• University of Minnesota</li> </ul>	<ul style="list-style-type: none"> <li>• Columbia College (“Rock for Kids”)</li> <li>• Hofstra University</li> <li>• Columbia College (“Connect Force”)</li> <li>• Millikin University</li> </ul>	<ul style="list-style-type: none"> <li>• Columbia College</li> <li>• Texas State University-San Marcos</li> <li>• DePaul University</li> <li>• University of Wisconsin-Oshkosh</li> </ul>



**College Broadcasters, Inc.**  
(Fed Tax ID: 52-2362083)

**Membership Form**

Date \_\_\_\_/\_\_\_\_/\_\_\_\_

**Type of Membership**

New Member     Renewal

**Membership Dues**

\$125.00 per year

**Station Information (Complete one form per station)**

Station Name:	School affiliation:
Station Call Letters (if applicable)	<input type="checkbox"/> Higher Education <input type="checkbox"/> High School
Mailing Address:	Adviser/Full-time Contact Name:
City, State:	Primary contact (other than adviser):
Zip Code:	Primary Contact Phone:
Station Phone:	Primary Contact E-mail:
Alternative Phone:	Station E-Mail:
Fax:	Station Website:

**About Your Station:**(Check all that apply)

Radio:     FCC Licensed AM     FCC Licensed FM     LPFM     CCAM  
              CAFM     Community Access Cable     Online     Other \_\_\_\_\_

TV:     FCC Licensed     LPTV/A     On Campus Cable

**All Stations**

Operating Schedule:     Year Round     Academic Year Only     Other \_\_\_\_\_

Commercial status:     Commercial     Non-commercial

**Payment Information:**

Enclosed is a check for \$125.00     Enclosed is a purchase order with instructions

**Submit completed form, with payment or purchase order to:**

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

**For CBI Internal Use Only:**

Date Received: \_\_\_\_/\_\_\_\_/\_\_\_\_    Rec'd By \_\_\_\_\_

Notes: \_\_\_\_\_



# CBI reaches webcasting settlement with SoundExchange

College Broadcasters, Inc. has concluded negotiations with Sound Exchange to set webcasting royalty rates and record-keeping requirements under the Webcaster Settlement Act of 2009. The act, signed into law by President Barack Obama June 30, allowed webcasters the opportunity to negotiate alternative rates and terms to those set by the Copyright Royalty Board (CRB) in 2007, as well as those currently under arbitration. The new settlement covers the current period of 2009-2010 and 2011-2015.

Noncommercial educational webcasters, defined in the agreement as those “staffed substantially by students” at secondary and post-secondary schools, will continue to pay a \$500 minimum annual fee for a webcast with fewer than 159,140 aggregated tuning hours per month. Aggregate tuning hours (ATH) refer to the total number of hours users spend on a station’s webcast. The oft-cited example is if you have one user listening for one hour, your ATH would be 1 for that hour and if you had 10 people listening for one hour, your ATH would be 10. An ATH of 159,140 means a webcast averages about 218 concurrent users during a given month. Any webcast exceeding 159,140 ATH per month would pay an additional usage fee of \$0.0017 per performance during 2011, gradually increasing to \$0.0025 per performance in 2015.

“We have listened to stations’ thoughts, comments and concerns with respect to these topics for many years and attempted to obtain a settlement that reflected the needs and desires of members and future members,” Will Robedee, CBI Immediate Past Chair, said. “CBI believes, based on our interactions with stations, that the settlement addresses most of the major concerns of its members.” Robedee, general manager of KTRU and staff adviser for Rice Broadcast Television at Rice University in Houston, negotiated on CBI’s behalf along with Joel Willer, director of university broadcasting and assistant professor of mass communications at Univer-

sity of Louisiana at Monroe, and Colette Vogele of Vogele & Associates PC.

While the \$500 minimum fee is a challenge for some stations, the biggest complaints concerning webcasting were the recordkeeping and reporting requirements. In an April 2009 survey of more than 130 high school and college radio stations, CBI found nearly all noncommercial educational stations operated by students were unable to comply with the current requirements, which calls for sample data from two weeks each calendar quarter listing song title and artist information along with album, record label, play-frequency and ATH. As one survey respondent indicated, “Only about 60% of our audio is produced from computer-based sources. Even those sources do not include album in all cases, and none of those databases include label. We have a focus on local artists and many of their material we play is self-released. It is very difficult to track all of the data, to get students to compile the information on-the-fly while they are doing live shows.”

In December 2008, the CRB issued a Notice of Proposed Rule Making with even more stringent recordkeeping and reporting, requiring stations provide “census data” (24/7/365 information about songs) and report a song’s actual total performances (ATP) in lieu of ATH. CBI and more than 30 others submitted comments opposing the change. CBI’s April 2009 survey showed 92% of respondents would be adversely impacted by the proposed census requirement, while 84% would need to cease webcasting, mainly due to high costs associated with compliance.

The July 30 settlement with SoundExchange relaxed reporting and recordkeeping requirements for those that opt into the settlement. Noncommercial educational webcasters that do not exceed a monthly ATH of 55,000 (about 75 concurrent users on average) can elect to pay a \$100 proxy fee instead of submitting quarterly reports of use. Those webcasters with more than 55,000 ATH but fewer than 159,140 ATH

will still need to submit quarterly reports detailing song title, artist, album, record label and frequency. Neither ATH nor ATP is required under the new rules.

The reports of use rules negotiated also provide an exception for stations that unexpectedly exceed the 55,000 or 159,140 ATH cap. If a station suddenly rises in popularity and surpasses 55,000 ATH, it will not automatically be pushed to the next level of recordkeeping and reporting requirements if the station takes reasonable measures to not exceed 55,000 ATH in future months. If a station’s monthly ATH exceeds 159,140 it will be required to pay additional royalties, but will not need to change its reporting requirements if it takes steps to avoid exceeding the cap in the future.

To qualify for the rates and terms set forth in the settlement, stations must submit a complete and signed election form to SoundExchange by Jan. 31 of each calendar year. The form will be available on the SoundExchange Web site at <http://www.soundexchange.com>. If a station begins webcasting after Jan. 31, it has 45 days from the end of its first month of webcasting to submit the election form. Those electing to pay the \$100 proxy fee in lieu of reporting can submit the fee for 2009 with their 2010 payment. The settlement applies to both webcast-only operations and broadcast stations that simulcast their broadcast signal online, as long as they qualify under the settlement’s definition of noncommercial educational webcasters. While the Webcaster Settlement Act of 2009 does not allow for the terms of the settlement to be precedential, CBI and SoundExchange have agreed to file these rates and terms in the current proceeding before the Copyright Royalty Judges. If accepted and adopted, these rates and terms would become precedential and available to all stations for 2011-2016 and not require stations to opt-in.

More information about webcasting is available on the CBI Web site at <http://www.askcbi.org>.

# CBInsights

CBInsights is the quarterly newsletter of College Broadcasters, Inc., a national non-profit organization representing students involved in radio, television, webcasting and other media related ventures. CBInsights is published by and for college broadcasters, with a circulation of more than 1200. The newsletter is a quality publication speaking to the issues confronting students, advisers and their colleges and universities throughout the country. Its publication schedule is four times each academic year.

Since CBI is a non-profit organization, we seek advertising support to help cover the costs of publication. Sponsoring CBInsights allows your message to reach the college media market and future decision makers in a number of industries.

CBInsights is produced on 8.5" by 11" pages. A PDF version of the most recent edition is available at <http://www.askcbi.org>.

#### Ad sizes and rates

Full page	(7.5 x 10)	\$500.00
Half page	(7.5 x 4.5)	\$275.00
Quarter page	(3.25 x 4.5)	\$150.00

Pre-payment is appreciated. Copy deadline is 20 days before publication.

For more information or to place an ad, please email Jamie Lynn Gilbert, CBI secretary and CBInsights editor, at [jamie\\_gilbert@ncsu.edu](mailto:jamie_gilbert@ncsu.edu) with the subject "CBI Newsletter."

- 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



P.O. Box 1130, Marlton, NJ 08053  
 Tel: (856) 985-0077 ■ Fax: (856) 985-8124  
[www.commtechrf.com](http://www.commtechrf.com)

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



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

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