

## Submissions open for 14th annual National Student Production Awards

The submission period for College Broadcasters, Inc.'s annual National Student Production Awards opens March 10 and runs through Friday, May 9 at 11:59 p.m. ET. Now in its 14th year, the awards honor outstanding student work in 24 categories.

Up to four finalists are chosen in each category and are announced in mid- to late-August. Winners will be announced Oct. 25 during a special awards ceremony at the 3rd annual National Student Electronic Media Convention in Seattle.

Best Social Media Presence makes its debut in this contest, judging the best use of platforms like Facebook, Twitter and Instagram by a station over the past year. This new combined category takes the place of Best Community Involvement, which had honored stations for their outreach into the local or campus community.

Seasoned testers will also notice a few tweaks to some of the category descriptions. The previous 15-, 30- or 60-seconds "standard length" stipulation has been removed for audio/radio and video/television station promos. The new rule allows for all entries no longer than 90 seconds.



More than 100 student radio and television stations submitted a combined 700 entries in the 2013 CBI National Student Production Awards. The deadline for 2014 submissions is May 9.

The description for Best Newscast - Video/Television has removed its "no sports" provision to now allow for newscast entries containing sports segments, provided the sports segment is no longer than one-third of the entire broadcast.

Best Feature Show or Broadcast - Audio/Radio has also been renamed Best Special Broadcast. The category now calls for entries "of a one-time or annual nature that is not a sports event or regularly scheduled program."

Each station can submit up to two entries per category. Entry is free for current CBI member stations and \$65 per entry for non-members with payment due with each entry. All submissions must be made through AskCBI.org using the email on file for the station.

While officially called the National Student Production Awards, entries are open to stations outside the U.S. Official rules are listed on page three of this newsletter and posted on the CBI website.

**New LPFM license?**

**Look inside to learn how CBI can help!**

National Student Electronic Media Convention

**cbi SEATTLE**

OCT 23 - 25 2014



## The 411...



CBI will soon be accepting nominations for three board positions. Secretary and Development Director each have a three-year term, while one Student Director is elected to a one-year term. All positions will begin December 1, 2014.

Nominees must represent a current CBI member station. Those graduating prior to December 2015 should not apply for the Student Director position. A list of each position's responsibilities is available at AskCBI.org (About ⇒ Bylaws).

To be considered, nominations must be received by Election Commissioner Ed Arke by May 31. Self-nominations are accepted. Elections will be held this fall and the results will be announced by the 3rd annual National Student Electronic Media Convention Oct. 23-25 in Seattle.

To send nominations by mail, please address them to:  
Dr. Edward T. Arke  
c/o Messiah College  
One College Ave, Suite 3038  
Mechanicsburg, PA 17055

## CBI files petition to participate in webcasting rate-setting proceedings

College Broadcasters, Inc. has filed a petition with the Copyright Royalty Board to participate in proceedings to set webcasting royalties for 2016-2020. CBI joined 28 other organizations in filing the petition to participate, including National Public Radio, Amazon.com and Spotify US. According to the Copyright Royalty Board, rates negotiated in what will be the "Web IV" decisions will take effect January 1, 2016 and last through December 31, 2020.

Since 2002, CBI has been actively involved in webcasting issues on behalf of all student stations and helping educate stations about their various rights and obligations concerning webcasting. CBI has been instrumental in securing settlements which benefit all student stations, including the rules and fees you now pay.

By filing our notice of intent in the next round of litigation concerning the rates going forward, CBI will continue to fight for the best rates and terms for student stations. Your annual membership dues help to pay for the efforts of CBI to fight on your behalf and to help educate you with respect to your obligations.

More information about CBI's webcasting efforts is at AskCBI.org (Resources ⇒ Webcasting).

## Creating a multipurpose studio with modular sets

Looking to install a new multipurpose studio or incorporate some level of versatility in your existing studio(s)? Consider these 10 questions:

1. Does the set I'm considering require any on-site assembly or construction?
2. How easy is it to set and strike the set elements? Can they be reconfigured without having to be disassembled? How quickly can set changes be made (minutes, hours, days)?
3. How are set elements stored and moved?
4. Can the set be relocated easily to another location? Will set elements and storage carts fit through standard doors and hallways?
5. How will the set allow me to integrate chroma key and virtual set elements?
6. How can the modular set be customized to incorporate unique branding or visual requirements?
7. Can the modular set approach be rolled out into other studio and videoconferencing locations throughout the enterprise?
8. Is the set design able to be configured by the customer freeing up studio production staff?
9. Can the set be expanded at a later date (phased-in)?
10. What's the cost and what's the payback?

*Information provided by Brian McKinnon and Sean Martin, co-owners of UNISSET Company, LLC*

## CBInsights

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Questions? Comments?  
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Web: AskCBI.org  
Facebook/Twitter: AskCBI

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## CBI National Student Production Awards The Fine Print

- Entries must be submitted electronically via the CBI website at AskCBI.org by May 9, 2014 at 11:59 p.m. ET.
- Entries are free for CBI member stations.
- Entry fee for non-members is \$65 per entry per category, with payment to be processed online at the time of submission.
- Non-members may have the submission fee waived by becoming a CBI Member station.
- 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.
- The same audio/video piece may only be entered in one category each contest year.
- 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, and must be submitted in PDF form.
- 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 cannot 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, 2013, and May 8, 2014.
- 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.
- 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.
- See AskCBI.org for any changes to the official rules.

## CBI offers resources for new LPFM stations

The FCC reported in a Dec. 3, 2013 public notice that it received more than 2,800 Form 318 applications, the application for a construction permit for a low power FM broadcast station, during its month-long filing window. These applicants join the more than 800 already licensed LPFM stations across the United States.

An estimated 200+ new and established student radio operations were among the LPFM applicants. Now is the best time to ally with some of the best high school, community college and college radio stations in the country by joining College Broadcasters, Inc. Our online resources and lively listserv will help answer your technical and operational questions about setting up a radio station and connect with you with other new LPFMs.

The list of LPFM applications already granted includes:

- KRFH Radio Free Humboldt at Humboldt State University in California
- Spinnaker Radio at University of North Florida
- Piedmont College in Georgia
- St. Michael's College of Vermont
- Lake Hamilton School District in Arkansas
- Delta State University in Mississippi
- Washington College of Maryland
- Forsyth Technical Community College in North Carolina
- Lubbock Christian University of Texas
- Hillsdale College in Michigan
- West Virginia University at Parkersburg
- Vacaville Christian Schools in California
- Broad Creek Middle School of North Carolina
- Mitchell County High School in Georgia

CBI has been supporting LPFM stations throughout its 15 year existence and is ready to help with this new round of LPFM construction. All stations are encouraged to subscribe to our general email listserv. There is also a special listserv specific to high school stations. Visit AskCBI.org for details and to sign up.



# CBI National Student Production Awards: Audio/Radio

Finalists will be recognized at the National Student Electronic Media Convention in Seattle. See page three for rules.

## **BEST DJ**

The entry should highlight the on-air announcing skills of an exceptional radio talent(s). The entry in the DJ Aircheck may feature a show team with single or multiple on-air personalities accepted. 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 their campus media outlet. In addition, entries should include name of the station. The entry must be 90 seconds or less.

## **BEST NEWSCAST**

The entry must be a single, regularly scheduled newscast no more than five 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 package. The entry

must be no longer than three minutes thirty seconds (3:30) in length.

## **BEST SPECIAL BROADCAST**

The entry must be a locally originated program of a one-time or annual nature that is NOT a sports event or regularly scheduled program. 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 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 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. The entry must be a standard length of 15, 30, or 60 seconds. Time limits will be strictly enforced by the judges. Subject cannot be the media outlet or college/university itself.

## **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 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 package or could be a sportscast that is no longer than three minutes thirty seconds (3:30) in length. 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 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 30 minutes though the original may have been longer.

## COMBINED CATEGORY

### **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 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 school ineligible for current and future CBI competitions.

# CBI National Student Production Awards: Video/Television

Finalists will be recognized at the National Student Electronic Media Convention in Seattle. See page three for rules.

## BEST COMEDY

Weekly or regularly scheduled television comedy-based program. The segment submitted can be no longer than 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 their campus media outlet. In addition, entries should include name of the station. The entry must be 90 seconds or less.

## 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. The entry must be a standard length of 15, 30, or 60 seconds. Time limits will be strictly enforced by the judges. Subject cannot be the media outlet or college/university itself.

## BEST NEWSCAST

The entry must be a single, regularly scheduled newscast over five 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. Sports segment should not be longer than one-third of entire broadcast. 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) in length.

## 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 up to the first 10 minutes will be judged.

## BEST SPORTSCAST

The entry must be a single, regularly scheduled sportscast or sports themed show. For 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 magazines, 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 30 minutes though the original may have been longer.

## COMBINED CATEGORIES

### 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 Uniform Resource Locator (URL) address to enter. Judges will consider as pluses 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 Is the web site a destination or a resource for your listeners/viewers.

### BEST SOCIAL MEDIA PRESENCE

Students who are using Social Media as a way to engage their station's audience and the community at large should enter their Social Media platform(s) (Facebook, Twitter, Instagram, etc.). Judges will look at a station's overall Social Media presence based on their platform(s) and will consider as pluses the following: Quality of Posts – grammar, use of hyperlinks, use of hashtags, quality of media used in posts (videos, graphics, photos, etc.); Creativity of Posts and Media; Incorporation of Station imaging and media; as well as overall engagement with audience.



College Broadcasters, Inc.  
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 Hummelstown, PA 17036

PRSR STD  
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 PAID  
 Raleigh, NC  
 Permit No. 1910

- 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



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## 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.