National Student Electronic Media Convention
San Antonio, Texas
October 31 - November 2, 2013
Welcome to San Antonio!

On behalf of the College Broadcasters, Inc. (CBI) Board of Directors, thank you for joining us at the National Student Electronic Media Convention (NSEMC) at the Hyatt Regency San Antonio, or #CBITexas for short. The NSEMC is the only convention in America dedicated exclusively to the interests of student radio stations, TV/video outlets, and webcasters. Whichever category – or categories - you fall into, we are confident that, in the next few days, you will find a myriad of opportunities to develop your skills and improve your student media organization.

The backbone of #CBITexas is its incredible lineup of sessions. Led by industry professionals, student media advisers, and students, our sessions will help you gain valuable knowledge and skills that can be immediately applied to your student media outlets. Plus, we have expanded and refined our series of roundtable discussions, which provide you the chance for you to benchmark and network with your peers. Guest Speaker biographies are available at AskCBI.org/SanAntonio.

We are also so pleased to have Dean McFlicker, Vice President and Creative Director of NBC Entertainment Marketing, as our keynote speaker on Saturday. He has launched and promoted some of television’s most successful programs, including “The Voice,” “Heroes,” “Deal or No Deal,” “The West Wing,” and many more. Dean (@deanmcflicker) develops and manages promotion from concept to completion across all media platforms including on-air, radio, digital and print for network show launches, brand campaigns, Upfront events and special projects. He offers rare insight into the entertainment industry. Dean’s presentation will be followed by the presentation of the National Student Production Awards.

But there’s more to the NSEMC experience than just what’s happening inside the hotel. We implore you to take full advantage of our downtown San Antonio location. The Hyatt Regency is ideally situated - connected to the unique and beautiful Riverwalk and within walking distance of the Alamo and many other attractions, museums, and eateries.

Finally, as with everything CBI does, the NSEMC would not be possible without our members. Thank you for being here, and for supporting us as we strive to provide an unmatched educational experience for our attendees. Please let us know what you liked and how we can improve by completing session evaluations. Our membership meeting will be held on Saturday afternoon after the National Student Production Awards and a post-convention survey is available at http://goo.gl/Pauw15 or by using the QR Code below. We need your feedback to help us grow.

Thank you,
Greg Weston
President, College Broadcasters, Inc.

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Special Acknowledgments

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Convention Tour Coordinators John Onderdonk, San Antonio College
Hank McDonnell, University of the Incarnate Word

Visit the Exhibitors

Stop by Bowie B&C (Registration Area) to meet our exhibitors for #CBITexas! Play #CBITexas Bingo for a chance to win prizes for interacting with our exhibitors. Visit the Registration Table for more details.
Keynote Speaker - Saturday 1:45 PM

Join us Saturday afternoon at 1:45 PM in Regency East for “Secrets to Career Success: How to Market Yourself in an Increasingly Broadcast Savvy Multi-media World.” Our keynote speaker is Dean McFlicker, Vice President and Creative Director of NBC Entertainment Marketing.

In this presentation, a top Hollywood executive breaks down personal branding, gives you the inside scoop on broadcasting and teaches real world tools & techniques for quick advancement in any field. Having produced for some of TV’s biggest shows (including “The Voice,” “America’s Got Talent,” “Law & Order,” and “ER”) and continuing to work with some of the world’s biggest stars (including Carrie Underwood, Ryan Seacrest, Michael J. Fox, and Betty White), Mr. McFlicker brings an unparalleled perspective that can help lead to your own career achievements and future success.

Mr. McFlicker oversees radio, television and digital marketing for NBC Primetime, developing and managing promotion from concept to completion across all media platforms including on-air, radio, digital and print for network show launches, brand campaigns, upfront events and special projects. He has also produced for CNN, HBO, “Entertainment Tonight,” “E! News Daily,” and “Good Morning America.” For more information about Dean McFlicker, visit deanmcflicker.com or follow him on Twitter @deanmcflicker.

National Student Production Awards - Saturday 3:00 PM

Following our Keynote Address, CBI salutes the best in student video and audio production during the presentation of the National Student Production Awards. David Davies of Texas Public Radio will emcee the awards ceremony. The best in student media is being recognized across 24 categories. Thank you to participating CBI member stations and those who helped judge the 2013 awards this summer. Awards are held in Regency East.

Thank you #CBITexas Sponsors!

FSN is the world’s leading independent broadcast news agency. FSN brings on-the-scene news reports to millions of radio listeners around the world. Stations seeking to expand their global reach can choose from an extensive range of FSN Radio News products. www.featurestorynews.com/
Social Event - Thursday 5:30 PM

Celebrate Halloween and good music Thursday night with CBI! Join us in Live Oak (Hyatt Regency A-Level) for a social and networking event with special guest performers, Transistordale. Hailing from Texas, Transistordale promises a night of “Texas Roots Rock” country music for NSEMCMC attendees! Visit transistordale.com

All attendees are welcome to meet new people from stations across the country, relax, enjoy local music and celebrate Halloween in your favorite costume.

The first 100 attendees receive a free beverage! Prizes will be awarded for the best Halloween costumes!

Advisers Reception - Friday 9:00 PM

Advisers in attendance are invited to the Advisers Reception Friday from 9:00 PM-11:00 PM. Please join the CBI Board of Directors and fellow advisers for an informal gathering to network, socialize and share ideas. Snacks and beverages will be provided. Reception location is Hyatt Room 1225.

Sessions are held across the street from the Conference Hotel. Keynote Speaker and National Student Production Awards Ceremony events are located in the Hotel: B-Level, Regency East. Social Event with Transistordale is in the Hotel: A-Level, Live Oak.
National Student Production

Combined
Best Student Media Website
- WKNC: North Carolina State University
- ROAR Network: Loyola Marymount University
- KJHK: The University of Kansas
- KTSW: Texas State University

Best Station Imaging
- WPTS: University of Pittsburgh
- KT3W: Texas State University
- Radio DePaul: DePaul University
- WSWI: University of Southern Indiana

Best Community Involvement
- WBSU: The College at Brockport
- WLOY: Loyola University Maryland
- KZLX: Northwest Missouri State University

Television
Best General Entertainment Program
- SGTV: University of South Carolina
- Titan TV: University of Wisconsin Oshkosh
- Viking Fusion: Berry College

Best Comedy
- ROAR Network: Loyola Marymount University
- Rowan TV Network: Rowan University
- Rowan TV Network: Rowan University
- Texas Student Television: University of Texas at Austin

Best PSA
- Orbit TV: Muskingum University
- KGCS: Missouri Southern State University
- Westminster Cable Network: Westminster College

Best Promo
- KJHK: University of Kansas
- UTVS: St. Cloud State University
- WTOP 10 TV: State University of New York at Oswego

Awards Finalists Categories

Radio
Best Sports Play-by-Play
- COM 240: Misericordia University
- WRST: University of Wisconsin-Oshkosh
- WMUL: Marshall University
- WUTM: University of Tennessee at Martin

Best Podcast
- WWNW: Westminster College
- WSWI: University of Southern Indiana
- WMUL: Marshall University
- WLOY: Loyola University Maryland

Best News Reporting
- Bronc Radio: University of Texas Pan American
- WGCX: Georgia College
- WICB: Ithaca College

Best Documentary/Public Affairs
- WGS: Rowan University
- WCRX: Columbia College Chicago
- AUC Radio: The American University in Cairo

Best Regularly Scheduled Program
- WBSU: University of Southern Indiana
- WTOP 10 TV: Missouri Southern State University
- WTOP 10 TV: Muskingum University

Best Sportscast
- UTYS: St. Cloud State University
- LVTY: University of La Verne
- ICTV: Ithaca College

Best Newscast
- UTYS: St. Cloud State University
- CCTV: Ithaca College

Best Special Broadcast
- District: Savannah College of Art & Design
- TV2 KSU: Kent State University

Best Feature Show or Broadcast
- Radio Fusion: Nanyang Technological University
- WSWI: University of Southern Indiana
- Audio8Ball.com: Mt. San Antonio College

Best DJ
- WSWI: University of Southern Indiana

Best Community Involvement Categories

Best Community Involvement
- WBSU: The College at Brockport
- WLOY: Loyola University Maryland
- KZLX: Northwest Missouri State University

Television
Best Community Involvement
- WBSU: The College at Brockport
- WLOY: Loyola University Maryland
- KZLX: Northwest Missouri State University

Radio
Best Community Involvement
- WBSU: The College at Brockport
- WLOY: Loyola University Maryland
- KZLX: Northwest Missouri State University

National Student Production

Attend the National Student Production Awards Ceremony! Saturday, 3:00 PM: Hyatt Regency - Regency East

Best Feature Show
- Bronc Radio: University of Texas Pan American
- WGCX: Georgia College

Best Regularly Scheduled Program
- WBSU: University of Southern Indiana
- WTOP 10 TV: Missouri Southern State University
- WTOP 10 TV: Muskingum University

Best News Reporting
- Bronc Radio: University of Texas Pan American
- WGCX: Georgia College
- WICB: Ithaca College
Ordered a #CBITexas T-Shirt? Pick your pre-orders up at the Registration Table in Bowie B&C. Extra T-Shirts are available until we are sold out! S - XL: $15.00, 2XL and 3XL: $20.00

#CBITexas Social Event Tonight! We’ll see you at 5:30 PM in Live Oak. Prizes for the best costumes! Free beverage to the first 100 attendees.
Thursday Sessions

1:30-4:00 PM Student Cybercast
A live broadcast from the convention floor by students at the convention.
Listen live at www.wrsj.org/studentcast

5:00-5:50 PM Registration and Exhibit Floor - Bowie B & C
On site registration and the exhibit floor will open at 8:30 AM. Pick up your registration materials and schedule of events. Please take a few minutes to visit with the vendors on the exhibit floor as they help to make the conference facility lively and valuable by having services or products relevant to your decisions.

5:00-8:00 PM Welcome to San Antonio! Convention Preview
This is your opportunity to learn about the convention, meet some of the CBI Board of Directors members, and converse with others who are attending this great event. CBI will highlight some of the sessions available to you during the convention and provide plenty of time for Q&A about the state of the organization and convention. This session is a must to get to the first-time attendee.

Navearro - CBI Board of Directors and Executive Director

9:00-9:50 AM Radio Automation Roundtable
What is automation? Is it a silver bullet in college radio? Will it help you protect your FCC license? The WUSM music director will answer the questions about what is automation and if it will help to protect your FCC license and even potentially make your non-licensed station more viable and gain new listeners in five minutes.

Then she'll open the floor for discussion on these topics and how you might better use automation.

Navearro is not there to pressure, rather to help stations explore these issues. Those interested in this topic should also attend the session "Starting On Air When No One’s There" Friday at 9:00 AM.

Bowie A

9:00-9:50 AM National Newsmaker Conference: How to Survive a Complete Disruption
Your station's brand goes deeper than graphics! Learn how a comprehensive image
incredible overhaul can create a more cohesive organization. We will cover every step of the process, from developing your new look, to implementing it consistently across your platform, to protecting it by developing a brand book.

You'll learn how to leverage your new brand across your website, traditional publicity channels, and social media networks. Furthermore, I'll learn how branding goes beyond the surface and affects the inner workings of our organizations. Bottom line: all of you can learn from fellow students who just completed the same process themselves! Don't miss this opportunity to make your station the best it can be!

Maverick A

Dylan Van Arsdale, Student Station Manager, Ithaca College Television, Ithaca College

Chloe Wilson, Director of Development, Ithaca College Television, Ithaca College

10:00-10:50 AM Promotions Roundtable
What is promotions? How do you keep your promotions有趣? At this meeting you will have the chance to better promote your station, while the moderator will share the current trends in promotions and how to better promote your station.

Navearro will then be available to answer any questions.

Bowie A

10:00-10:50 AM Starting or Rebuilding Your Underwriting Program from Scratch
No, you're not thinking of starting or rebuilding an underwriting program at your station but are instead planning to talk the board of directors through the steps of getting started, including talking to your license about the program, establishing underwriting guideline policies, staffing up, and maintaining the program long-term.

Developing now and sustainable revenue sources is a key component to your stations survival. Come and learn how to develop revenue streams for your station that you can use on the path to long-term survival.

Maverick A

Savannah College of Art and Design

10:10-11:00 AM Sports Talk Radio
Fear not: Sports is a business from this ticket! San Antonio morning show host including show prep, booking interviews and hosting of student play-by-play stations.

Bowie B

Mike Taylor, Host, Ticket 760

10:10-10:50 AM Floating Expletives & Egregious Cases: Are Old Indecency Standards Obsolote?
Advocates, student managers and on-air talent have wrestled for decades with the FCC's policies on off-air and on-air indecency "material". Following the Supreme Court's decision in the FCC case last year and the Commission's subsequent dismissal of a million+ backlogged complaints this spring, the FCC is once again reconsidering how it treats non-sexual/sexual expletives and other potentially indecent material. This session will help you understand the current Commission broadcast indecency policy and notice of inquiry, and prepare you to make the judgments needed to protect your station.

Maverick B

Seguin

11:00-11:50 AM Sports Broadcasting from the Other Side
Create a winning program and develop relationships to your game broadcast, but are there other players? From reserved space with plenty of advance notice to review these game notes and everything else provided in-broadcast, from on-air positioning to interactions professional to how to make his job easier and nuture more successful.

Maverick A

Kendall Moulton, Sports Information Director, University of the Incarnate Word

11:45-1:45 PM Staying Legally Safe in the Cyber Jungle
Learn the basics of online and broadcast outlets need to take into account with respect to their content and brand on their websites, social media and mobile phone platforms.

Navearro will also bring his personal example of the "Ike Turner" case to this roundtable to illustrate what may be considered indecent.

Bowie B

Navearro will bring "Ike Turner" case to illustrate what may be considered indecent.

11:45-1:45 PM Making Your Station Matter to Your Campus
How to effectively use your station's broadcast and online connections to enhance your students' experience or your campus experience. This session will provide a tool kit for making your station matter through a variety of perspectives with a variety of stations.

Navarro

2:00-2:50 PM TV Manager Roundtable
At this roundtable, you will have the chance to network, share promotion ideas, discuss equipment purchases, and engage in lively conversations with your colleagues.

Bowie A

Steve Celenza, General Manager, Gregory College Station, Loyola University Maryland

2:00-2:50 PM Practical Troubleshooting for the Non-Engineer
You are off the air and don't know what to do. What does "off the air" even mean?

This session identifies the main basic causes of broadcast radio and television station downtime and provides advice on triage, planning and backups to repair and prevent these problems. Attenders will be informed on basic radio and television systems as well as what happens when your station goes down. This session is a must for those responsible for keeping a station on the air.

Maverick B

Robert Branch, Broadcast Strategic and Technical Consultant

2:45-5:00 PM Keeping Your Underwriting Copy Legal
When businesses support our stations, we air underwriting announcements... but what's the right way to prepare that announcement? This session is designed for those who want to learn how to write underwriting copy or just need a refresher. Learn the basics from a seasoned professional and a lawyer.

Maverick B

Kim Hargraves, Vice President and Business Relations, DEI

Donald E. Martin, Broadcast, Media and Entertainment Lawyer, Verifind
Ithaca College
Navarro

Experienced radio advisers and session participants provide positive feedback.

A fun, freewheeling session where participants share their best radio work, from 3:00-4:50 PM Radio Show & Tell

Robert Branch, Broadcast Strategic and Technical Consultant
Donald E. Martin, Broadcast, Media and Entertainment Lawyer

Maverick B

You can get the answers just by attending this session. Don’t miss this rare opportunity. If you have a question related to FCC-licensed, over-the-air broadcasting, please join us. These answers will get the answers in these areas can impact the future of your station and help keep your frequency off the selling block!

Seguin
Jonathan Pliskota, Ph.D., Assistant Professor, 106.7, KZLX, LP-FM, Maryville, Northwest Missouri State University

3:00-3:50 PM Social Media – How to Grow an Audience and Keep Your Job!

Social media is growing every day and stations and their employees are learning how to use it in a personal and professional way. What can the staff say on social media and what about your personal social media? Can I really be fired for what I write on my personal Facebook? Get the insight from station leaders on this hot topic.

Thursday 2:00-2:50 PM Social Media – How to Grow an Audience and Keep Your Job!

Nancy Pickens, Public File Specialist, Microcom Systems
Dick Pickens, Texas Association of Broadcasters/FCC Alternative Broadcast Inspector

Thank you #CBITexas Sponsors!

The Institute on Political Journalism is an 8-week program that provides undergraduates with guaranteed internships with media outlets and communications firms, courses for transferable credit, housing in the heart of Washington, DC, and opportunities for networking and professional development. Visit dcinternships.org/programs/political-journalism/

From news on arctic research to the Iditarod Trail sled dog race, to the latest in music, KNOM staff and volunteers deliver community radio that entertains, engages, inspires, and informs listeners in northern Alaska. Don’t miss your chance to join in this amazing opportunity! Visit www.knom.org/volunteer

The Live365 radio network attracts millions of listeners, offering high-quality streaming music, talk, and sports. Our easy-to-use broadcast tools give individuals and organizations the ability to reach audiences around the globe. Live365 pays royalties to labels, artists, songwriters, and publishers. Visit www.live365.com

Smart, sassy, and substantial, The Mimi Geerges Show is a weekly conversation where listeners meet the people behind the newest ideas, books, and trends. Offered free of charge to all public, community and college stations. Give The Mimi Geerges Show a listen at www.mgshow.org. For more information: info@mgshow.org or (703) 409-5787.

The National Journalism Center awards paid journalism internships in the political hub of the nation: Washington, DC. Interns work with media outlets like Fox, CNN, and more— and participate in weekly trainings, where they learn from DC journalists in a classroom setting. Visit http://njc.yaf.org

RadioActivity is a web-based system for radio station playlist logging, reporting, and tracking. RadioActivity gives stations easy-to-use tools to log and track playlists, generate playlist reports and charts, track and schedule shows and DJs, schedule and track individual playlists, PA and paid spots, diagnostics, and much more. Visit http://www.radioactivity.fm

Radionomy is a groundbreaking online radio platform for producers, listeners and broadcasters. Radionomy allows radio enthusiasts to create their own online radio stations for free. The platform features a wide variety of music and themed stations to discover. Radionomy offers professional broadcasters powerful tools to monetize their audience and achieve superior performance from their online stream. Visit www.radionomy.com

THE MIMIGEERGES SHOW

Visit www.mgshow.org

For more information: info@mgshow.org or (703) 409-5787.

http://njc.yaf.org

http://www.radioactivity.fm

http://www.radionomy.com

Thank you #CBITexas Sponsors!
Are you playing #CBITexas Bingo? See the Registration Table in Bowie B&C for full details!

12:45 PM - 1:50 PM
- Play-by-Play Basics
  - Bowie A

2:00 PM
- Sports
  - Roundtable
  - Bowie A

3:00 PM
- Station Manager
  - Roundtable
  - Bowie A

4:00 PM
- College Radio Programming
  - Roundtable
  - Bowie A

Broadcast News: Getting the Best Stories Out of Limited Staff and Resources
  - Maverick B

What to Expect During an FCC Inspection
  - Maverick B

Staying On-Air When No-One’s There: Radio Automation
  - Maverick B

Learning Outcomes: What They Are, Why We Need Them, and How to Formulate Them
  - Maverick B

Supporting Local Music - WRFL-LIVE
  - Seguin

Video Basics and Beyond
  - Navarro

Content, Commitment & Caffeine: The Secret to Making Morning News a Success at Your Campus TV Station
  - Seguin

iPhoneography: Covering News With Smartphones
  - Seguin

I Started at the Bottom and Now I am Here — Convergent Media and Activism
  - Seguin

Baby You Can Drive My Car
  - Navarro

Listen to the #CBITexas Live Cybercast! Share the link with your stations and families: live365.com/stations/cbi
Listen to the Cybercast! 8:30-9:30 PM
http://www.live365.com/stations/ch18

11:00-11:50 AM Sponsorship Like the Pros: How to Fund your Radio Show Like the Pros

11:00-11:50 AM Social Media Do’s and Don’ts Roundtable

Friday Sessions

3:00-5:00 PM Registration and Exhibit Floor - Bowie B&C

Friday 11:00-11:50 AM TV Sportscast Behind The Scenes

Friday 11:00-11:50 AM Radio Theatre of the Mind

Friday 10:00-10:50 AM Student Media Advisers Roundtable – Staff and Faculty Only

Friday 9:00-9:50 AM Radio Theatre of the Mind

Friday 8:30 AM-5:00 PM Registration and Exhibit Floor - Bowie B&C

Friday 10:00-10:50 AM Broadcast Internships: Increase your Takeaway

Friday 9:00-9:50 AM Radio Theatre of the Mind

Friday 8:30 AM-5:00 PM Registration and Exhibit Floor - Bowie B&C

Friday 10:00-10:50 AM Reduce, Reuse, Recycle: Managing and Archiving Video Content - Roundtable

Friday 9:00-9:50 AM Sponsorship Like the Pros: How to Fund your Radio Show Like the Pros

Friday 10:00-10:50 AM Social Media Do’s and Don’ts Roundtable
discuss the technical solutions for making automation sound good, and how to stay up-to-date. It’s never been easier to do so, but there’s more to it than just an iTunes playlist. We’ll look at the issue of broadcasting a FCC license from a “Share-Time” Challenge (47 CFR 73.561(b)). Fortunately, the FCC and your listeners, expect and demand your radio station to be broadcasting around the clock, 24/7/365. Failure to do so can mean lost revenue, lost audience, and - in some cases - loss of your license.

Naveen B.
Stephen Lee, Resident Agent, Houston Office of the FCC Enforcement Bureau

2:00-2:50 PM They Just Do Not Understand Us: College Media in a Changing Academic Environment

The administration and faculty don’t understand us and don’t support us, but we don’t just get what we want simply because we have a radio studio and language to better communicate how much they really contribute to students’ education, to your college and to your community. Learn about what they want to see and hear from you and how you can strengthen relationships with those who help determine your existence and growth.

Naveen B.
Gregory Adams, Associate Professor, Morgan State University
Jane Deorecha, Operations Manager, WLOY Loyola Radio, Loyola University Maryland
Dan Schumacher, General Manager and Faculty Adviser, KTSW-FM 89.9, Texas State University

2:00-2:50 PM Content, Commitment & Caffeine: The Secret to Making Morning News a Success at Your Campus TV Station

Launching a morning newscast at a college television station takes more than a coffee pot; it takes a commitment to make it work day in and day out. We’ll share what we learned from the launch of our morning newscast - the pitfalls and the successes! After one year, we’re airing live three mornings a week, breaking big stories and quickly becoming the envy of our evening news team! You’ll learn how to make your morning newscast a success, that matters to your viewers and walk away with a proven strategy that will help you craft a top-notch morning show that gets attention.

Segun
Jaclyn Hart, News Director, WPTO-TV, SUNY Oswego
Maughan Roberts, Operations Manager, WLOY Loyola Radio, Loyola University Maryland
Christy Somers, Vice President of Production, WTOP-TV, SUNY Oswego

3:00-3:50 PM Station Manager Roundtable

Station managers come together for an informal discussion on issues they face. The discussion will start with questions using the social media by students, such as unaffiliated pages, that tie directly back to the station. The discussion will then move on to other topics as dictated by the participants.

Bowie A.
Chris Howard, Station Manager, The Edge Radio, University of Southern Indiana

3:00-3:50 PM Learn How to Use With Boomers in Your First Job and Beyond (in the coming years), you’ll likely be working with and/or managed by “boomers” those born between the years of 1940 and 1964. These folks have been in the workforce more years than you’ve been alive and they have certain expectations of what an employer “should” be. Don’t go in blind! In this session, a group of boomers will talk about those expectations and give you a chance to ask questions you may have about how to take advantage of the expertise of your work environment.

Maverick A.
June Fice, Vice President Station and Business Relations, DEI
Jim Forsyth, News Director/Correspondent/Stringer, WOAI Newsradio, Reuters

3:00-3:50 PM Staying On-Air When No-One’s There: Radio Automation

The FCC, and your listeners, expect and demand your radio station to be broadcasting around the clock, 24/7/365. Failure to do so can mean lost revenue, lost audience, and - in some cases - loss of your license. We’ll discuss the technical solutions for making automation sound good, and how to stay up-to-date in compliance with FCC rules.

Maverick B.
Michael Tylor, Adviser, V-State Radio Network FM 9.9, Valdosta State University
John Deorecha, Operations Manager, WLOY Loyola Radio, Loyola University Maryland
Brian Lucas, Director of Radio, WSOU-FM, University of Wisconsin-Whitewater
**Saturday Sessions Quick View**

- **9:30 AM**
  - TV Programming You Want! (With Small Amounts of Swindling) Seguin
  - Weather or Not: Finding Your News Niche Seguin

- **10:00 AM**
  - Leadership Survival Guide Navarro
  - Building Your Personal Brand Navarro

- **11:00 AM**
  - On the Verge of Convergence: The un-DOOMSDAY Scenario. Converging with Other Campus Media Outlets Navarro

- **12:00 PM**
  - Share your feedback! Take the CBITexas Convention Survey: http://goo.gl/Pauw15

- **1:45 PM**
  - Keynote Speaker: 1:45 PM National Student Production Awards 3:00 PM Both events are in Hyatt Regency - Regency East.

- **9:30 - 10:20 AM**
  - It’s Not SELLING OUT, IT’S BUYING IN: Unconventional Ideas for Selling Underwriting Bowie A
  - TV Programming You Want! (With Small Amounts of Swindling) Seguin

- **10:30 - 11:20 AM**
  - The Future of Work: Career Pathways Maverick B
  - The Future of Work: Career Pathways Maverick B

- **10:30 - 11:20 AM**
  - Leadership Survival Guide Navarro
  - Building Your Personal Brand Navarro

**Talks**

- **9:30 - 10:30 AM**
  - The Future of Work: Career Pathways Maverick B

- **10:30 - 11:20 AM**
  - Leadership Survival Guide Navarro
  - Building Your Personal Brand Navarro

**Saturday Sessions**

**I'm Not SELLING OUT, IT'S BUYING IN: Unconventional Ideas for Selling Underwriting on Your RADIO STATION**

One way to make your administrative help support your station is if you can be a resource to “support your own budget. A key step in the process includes deciding how to sell it that might require a station to sell commercial sponsorships, known as “underwriting.” Don’t have natural sponsors? But don’t want to cut your marketing budget. We’ll show you how to look into the niche. Think about how to avoid sounding generic and to allow you to find a space to your information by integrating acoustic sessions, all of which are supporting this or event your listeners or by continuing the interview in a expressive, professional, and expert way.

Bowie A

**TV Programming You Want! (With Small Amounts of Swindling) Seguin**

Concepts for Selling Underwriting Bowie A

- Interviews: Talking to the People Beyond Your Station Doors Bowie A
- Staying In Control and Not for Sale at Your College Radio Station Bowie A

**12:00 PM**

- Special Events

**12:15 PM**

- **12:15 PM**
  - Marketing for Your Radio Station Bowie A

**1:45 PM**

- **1:45 PM**
  - KEYNOTE: Secrets to Career Success Regency East

**3:00 PM**

- **3:00 PM**
  - NATIONAL STUDENT PRODUCTION AWARDS Regency East

**9:00 - 10:00 AM**

- **9:00 - 10:00 AM**
  - Finding Your News Niche Seguin

**10:00 - 11:00 AM**

- **10:00 - 11:00 AM**
  - The Future of Work: Career Pathways Maverick B

**11:00 - 12:00 PM**

- **11:00 - 12:00 PM**
  - On the Verge of Convergence: The un-DOOMSDAY Scenario. Converging with Other Campus Media Outlets Navarro
  
**12:00 - 1:00 PM**

- **12:00 - 1:00 PM**
  - Share your feedback! Take the CBITexas Convention Survey: http://goo.gl/Pauw15

**Tonight we observe Daylight Savings Time. Set your clocks back one hour before heading to bed!**
See next column for important events wrapping up #CBITexas 2013!
Ready for NSEMC 2014? Post this at your station upon your return!

Call for National Student Production Awards Entries arrives Spring 2014!

Join CBI at the Renaissance Seattle Hotel October 23 - 25, 2014!

More information is available at AskCBI.org/Seattle and VisitSeattle.org