National Student Electronic Media Convention

Atlanta, Georgia
October 25-27, 2012

#CBIAtlanta
Welcome to Atlanta!

On behalf of the College Broadcasters, Inc. (CBI) Board of Directors, thank you for joining us at the inaugural National Student Electronic Media Convention - CBI Atlanta for short. CBI Atlanta is the only convention dedicated exclusively to the interests of student electronic media outlets, including student radio stations, TV/video outlets, and web operations. Whichever category you fall into, we are confident that, in the next few days, you will find a myriad of opportunities to develop your skills, network and improve your student media organization.

Atlanta is one of America's media capitals, and CBI has taken full advantage, providing an unprecedented exceptional lineup of upcoming industry professionals to share their expertise with you. Additionally, our talented members will, as always, provide their insights, and our series of roundtable discussions will provide the chance for you to benchmark and network with your peers.

We are also so excited to have Carol Costello as our keynote speaker on Saturday. Carol anchors the 9 to 11 a.m. (ET) edition of CNN Newsroom each weekday. But the convention experience goes beyond just sessions. We implore you to take full advantage of our wonderful downtown Atlanta location. We are just blocks from hundreds of stores, restaurants – ranging from fast food to haute cuisine – and attractions such as CNN Center, World of Coca-Cola, and Centennial Olympic Park.

Finally, as with everything CBI does, CBI Atlanta would not be possible without our members. Thank you so much for your advice and support as we embark on this new, transformative venture. Please let us know what you liked and how we can improve. Our membership meeting will be held on Saturday. We plan on being bigger and better in 2013 and we need your feedback to help us grow.

Thank you,
Greg Weston
College Broadcasters, Inc. President

Table of Contents

Keynote Speaker 4
Special Events 4
Convention Maps 5
Awards Finalists 6-7
Thursday Quick View 8-9
Thursday Sessions 10-12
Convention Sponsors 13

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Special Acknowledgements

Convention Logo & T-Shirt Design: Jill Henshaw, Muskingum University
Convention Program, Lanyard, & Name Badge Design: Marcus Barnhart, Muskingum University
Program Photography: Jay Bowman, SCAD Atlanta

Follow CBI Online

Tweet during CBI Atlanta using the hashtag #CBIAtlanta
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Updated Convention News will be posted to our Facebook Convention Event Page & Twitter Feed - Twitter.com/AskCBI
Join the conversation on our CBI Listservs!
Visit AskCBI.org and click "About CBI" - Select from All Members, Faculty/Staff, Television, High School Stations, & Jobs.
Keynote Speaker: Carol Costello  
**Saturday 2:00 p.m., Atlanta 3-4, Level 1**

Carol Costello anchors the 9 to 11 a.m. (ET) edition of CNN Newsroom each weekday. She is based in the network’s world headquarters in Atlanta. Costello previously contributed to The Situation Room and anchored CNN Daybreak, the network’s former early morning news program.

Costello has interviewed four former U.S. presidents, President Jimmy Carter, President Ronald Reagan, President George H.W. Bush and President Bill Clinton, and has covered four presidential inaugurations.

Costello was a part of CNN’s Peabody Award winning coverage of the Gulf Oil Spill, the 2008 presidential election and Hurricane Katrina. During her time with CNN, she has also reported on the last Space Shuttle launch, the Ohio midterm elections, the shooting at Virginia Tech, the tsunami disaster in South Asia, the Russian school hostage crisis and Hurricanes Charley, Frances, Ivan and Jeanne.

Costello’s work has been honored numerous times, including a 1991 Emmy Award for a special on crack and cocaine, a UPI award, several Associated Press awards and an Emmy nomination in 1993.

Costello joined CNN in October 2001 from WJLA-TV in Washington, D.C., where she worked five years as an anchor and investigative reporter. Before that, she spent three years at WBAL-TV in Baltimore as an anchor and co-anchor. She began her career as a weekend anchor and reporter for WAKR-TV in Akron, Ohio, then moved to WBNS-TV in Columbus, Ohio, to work as the station’s principal weeknight anchor.

Costello earned a degree in journalism from Kent State University in Kent, Ohio.

**CBI Atlanta Convention Special Events:**

- **Registration & Exhibit Floor:** Wednesday 6:30 p.m.-8:00 p.m., Thursday & Friday 8:30 a.m.-5:00 p.m., Valdosta, Level 2
- **Thursday:** 8:30 a.m.-8:50 a.m. “Welcome to Atlanta Convention Preview” Session, Savannah 3, Level 2
- **Friday:** 5:00 p.m.-7:00 p.m. “Swamp Cabbage” Band Mixer Activity, Georgia 13, Level 1
- **Friday:** 9:00 p.m.-11:00 p.m. “Advisers Only Reception,” Hospitality Suite 201, Level 2
- **Saturday:** 2:00 p.m. Keynote, National Student Production Awards, and CBI Membership Meeting, Atlanta 3-4, Level 1
- **Ordered a CBI Atlanta T-Shirt?** Pick yours up at the Registration Table. Extra T-Shirts are available for sale!
- **Listen to the Convention Cybercast:** live365.com/stations/cbi

Visit the Cybercast on the exhibit floor in Valdosta, Level 2.
National Student Production Awards Finalists

### Combined

**Best Student Media Website**
- ATV: American University
- WZND: Illinois State University
- GSTDV: Georgia State University
- WSUM: University of Wisconsin

**Best Station Imaging**
- WZND: Illinois State University
- UTVS: St. Cloud State University
- KCSU: Colorado State University
- TSTDV: Texas State University

**Best Community Involvement**
- Rowan TV Network: Rowan University
- KTSW: Texas State University-San Marcos
- WLOY: Loyola University
- UTB Radio: University of Texas-Brownsville

### Television

#### Best General Entertainment Program
- Ocean TV 20: Ocean City College
- Viking Fusion: Berry College
- LVTVM: University of La Verne
- TV2: Kent State University

#### Best Comedy
- ICTV: Ithaca College
- TV2: Kent State University

#### Best PSA
- LVTVM: University of La Verne
- WCN: Westminster College
- SGSTDV: University of South Carolina
- CAPS 13: Pittsburg State University

#### Best Promos
- CTV: Colorado State University
- Titan TV: University of Wisconsin-Oshkosh
- WCN: Westminster College
- TV2: Kent State University

#### Best Special Broadcast
- Orbit TV: Muskingum University
- CTV: Colorado State University
- GSTDV: Georgia State University
- WCN: Westminster College

#### Best Vodcast
- Viking Fusion: Berry College
- Rowan TV Network: Rowan University
- WBGU: Bowling Green State University
- WCN: University of North Carolina

#### Best Documentary/Public Affairs
- JTC 435: Colorado State University
- JTC 435: Colorado State University
- CAPS 13: Pittsburg State University
- ATV: American University

#### Best News/Feature Reporting
- WCN: Westminster College
- WSTDV: University of North Carolina
- News 7: Lyndon State College
- CTV: Colorado State University

### Radio

#### Best DJ
- KSRR: Saddleback College
- WGCRC: Goshen College
- WRST: University of Wisconsin-Oshkosh
- WZND: Illinois State University

#### Best Podcast
- WMUL: Marshall University
- WLOY: Loyola University Maryland
- KTSW: Texas State University
- District: Savannah College of Art & Design
- Bronc Radio: University of Texas-Pan American

#### Best News/Feature
- WGCRC: Goshen College
- WONG: North Central College
- WSUM: University of Wisconsin
- WMUL: Marshall University

#### Best Documentary/Public Affairs
- WACRW: Asbury University
- WGLS: Rowan University
- WMCO: Muskingum University
- KZLT: Northwest Missouri State University

#### Best PSA
- WCRX: Columbia College
- KTSW: Texas State University-San Marcos
- WSWI: University of Southern Indiana
- Radio Fusion: Nanyang Technological University

#### Best Promos
- WBGU: Bowling Green State University
- KSYM: San Antonio College
- WONG: North Carolina State University
- WMCO: Muskingum University

#### Best Sports Reporting
- WZND: Illinois State University
- WGCRC: Goshen College
- WRST: University of Wisconsin-Oshkosh
### Thursday Sessions Quick View

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>9:00 a.m.</td>
<td>Starting a Radio News Program from Scratch &amp; Producing Award-Winning News</td>
<td>Social Media 101: Goals &amp; Planning</td>
<td>Social Media 201: Making Connections</td>
<td>Lunch &amp; Social Break</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>Put it in Writing: Forms that Will Save Your Butt</td>
<td>The One-Man Band: Today’s TV Reporter</td>
<td>TV News Anchor: Life in the Spotlight</td>
<td>Lunch &amp; Social Break</td>
</tr>
<tr>
<td>11:00 a.m.</td>
<td>Managing an Undersized Sports Staff</td>
<td>New Advisers Workshop</td>
<td>Keeping Your Underwriting Copy Legal 101</td>
<td>Lunch &amp; Social Break</td>
</tr>
<tr>
<td>12:00 p.m.</td>
<td>Roundtable: Radio &amp; TV Promotions</td>
<td>Roundtable: Radio Automation</td>
<td>Roundtable: High School Media</td>
<td>Lunch &amp; Social Break</td>
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</tbody>
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Session also scheduled with the CBI Board of Directors: “Welcome to Atlanta: Convention Preview” Savannah 3, Level 2, 8:30-8:50 a.m.  
Listen to the Convention Cybercast: www.live365.com/stations/cbi

### Friday Sessions

- **Michael Taylor**, Adviser - WVVS Valdosta State University  
  - from free-form can bring more listeners and solidify your station’s brand.  
  - selecting programming, creating basic blocks and discuss why the shift  
  - your promotional ideas to the session as well and take home a few new  
  - channel? Looking for ideas that have worked on other campuses? Bring  

- **Dan Schumacher**, General Manager & Faculty Adviser - KTSW-FM Texas State  
  - not need to attend this session. For the rest, specific tips with recruiting  

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#### Please complete your session evaluation forms!  
Evaluation Boxes are located in our session rooms and at the CBI Registration Table in Valdosta, Level 2.
Doug Gross, Social Media Reporter - CNN
90.1 WABE, PBA 30
Macon, Level 2
as a former student radio GM currently employed in social media.

10:00-10:50 a.m. The One-Man Band: Today’s TV Reporter
The traditional reporter’s role on the field, gathering the information and filing the report. It’s been done for decades, but how is it done
changing. Now, it’s the single reporter/photographer. Learn from these professionals about this new approach that’s even taking place in
the large market of Atlanta. Find out what skills you need and what to
expect when you get your first job.
Savannah 1, Level 2
Savannah Moghe, Reporter - WGLT-TV
Will Hampton, Reporter - WGLT-TV
Doug Richards, Reporter/Producer - WABM 11 Alive Atlanta

10:00-10:50 a.m. Roundtable: Radio Automation
Automation used to be a dirty word in college radio and in some circles
it still is. Come to this session to hear the pros and cons of automation,
what systems are used and how they are used. You will leave with new ideas
and new friends from across the nation who share the same problems as
you and identify ways to solve those problems.
Savannah 1, Level 2
Ted Gainer, Director of Media Services - Benu University

11:00-11:50 a.m. Social Media 201: Making Connections
Who is your audience, where are they at, and how do you connect with
them? Will I look at how a presence network created, explore the different
social media platforms you can incorporate into these to
meet your goals. Learn from media pros from Public Broadcasting Atlanta
and WXIA 11 Alive Atlanta, as well as a former student radio GM currently employed in
social media.
Macon, Level 2
Jason Pone, Community Outreach Manager - Public Broadcasting Atlanta
Doug Gross, Social Media Reporter - CNN
Carla Brown, Online Communications Manager - Tallahassee Museum

11:00-11:50 a.m. TV News Anchor: Life in the Spotlight
Nothing seems more glamorous in the TV news world than being the
anchor. But the question is, how do you get there? What skills are needed
and what steps do you need to take? Learn from an Emmy Award winner
how to get the done. Stephanie Fisher, 4, 5, 6, 10 p.m. CBS Atlanta
co-anchor, has worked her way up to a top-10 market and will give you
the insights you are wanting. This session may run long!
Savannah 1, Level 2
Stephanie Fisher, Anchor - CBS (Atlanta, TV)

11:00-11:50 a.m. Keeping Your Underwriting Copy Legal 101
When businesses support our stations, we air underwriting announcements...but what can we say? What are the rules? This session is
designed for those who are new to underwriting copywriting or just need
a refresher. Learn the basics from a seasoned professional and a lawyer!
Savannah 2, Level 2
June Fox, Director, Station & Business Relations - DEI
David Oxenford, Partner - Wilkinson Barker Knauer, LLP

12:15-1:00 p.m. Roundtable: StudentMedia Advisers - Staff & Faculty Only
Learn how to work with your student media advisers. Connecting with your
staff, negotiating contracts, dealing with conflicts, and just helping
them be prepared? The Atlanta office District Director will tell you! This
session will help you understand what you need to have ready and what
the inspector expects. From your Public File to transmitter readings, what
does your station do? Doug Millier will help you avoid the fines by letting
you know what the FCC expects from you before you visit.
Savannah 2, Level 2
Doug Millier, District Director - FCC

12:15-1:00 p.m. Making Over Your Radio Studio
So, you’re thinking of starting or rebuilding/upgrading an underwriting program at your radio station but aren’t sure how to get the ball rolling.
This session will walk you through the steps of getting started, including
talking to your licensee about the program, establishing underwriting
policy guidelines, staffing, training, and maintaining the program
long-term. Developing new and sustainable revenue sources are a key
component to your stations survival. Come learn how to develop revenue
streams for your station that put you on the path to long-term survival
Savannah 2, Level 2
June Fox, Director, Station & Business Relations - DEI
Thursday Sessions

3:00-3:50 p.m. Big Screen Ideas for a Small Screen Production
Do you have the best idea for a narrative production ever conceived? Explosions, romance, car chases, and epic gun fights? Can nothing stop your ambition? In this panel, get anecdotal advice about how to condense those great ideas into a show you and your producers handle without losing quality and sleep. Learn how to adjust your show’s wants to make the show you station needs, how to keep your crew happy and motivated, and how to turn that glorious script into a successful show experience (without ripping out your hair). Justine Stokes from Titan TV will moderate this session.
Savannah 2, Level 2
Allison LeFevre, PR Manager - WGUR  Georgia College & State University
Angela Criscoe, Faculty Adviser - WGUR Georgia College & State University
Paul Ogletree, General Manager - WGUR  Georgia College & State University

3:00-3:50 p.m. Sex and Ghosts: Being Safe while Talking Taboo
Ever had someone ask to host a show about sex? How about paranormal activity? How about both? These are extremely hot topics, curating interesting guests, good audience interaction and attention for your station. How do you do it in a way that is ethical, protects your station status in the community, but sizzles with excitement and intrigue? Join our experts, who have been doing this for the past 7 years, as they explore the highs and lows of this kind of programming.
Savannah 2, Level 2
Andrea Adams Miller, Consultant, Author, Radio Host - sexualitytutor.com, Savannah 2, Level 2
Chris Cedar, Music Director - WBGU-FM Bowling Green State University

3:00-3:50 p.m. Roundtable: Music Directors
This is your opportunity to meet music directors from stations across the country, share creative ideas and tales of vive and learn from your peers. Discuss how to handle electronic submissions, the review process, space issues, and more. You will leave this session with new friends and new ideas.
Savannah 3, Level 2
Jim Barnes, Engineer - WBGU-FM Bowling Green State University

4:00-4:50 p.m. Women in Broadcasting
Women have unprecedented opportunities available in contemporary broadcasting, both on the air and behind the scenes. Join panelists in producing, tech and on-air for a discussion on the unique challenges and benefits to being a woman in the contemporary media climate.
Savannah 2, Level 2
Jennifer Stephens, Producer - Adult Swim Cartoon Network
Jerilyn Jaskowiak, Technical Operations Manager - CNN
Rose Scott, Reporter and Producer - All Things Considered - WABE

4:00-4:50 p.m. Convergence Roundtable: Collaborating with the “Other Student Media”
This roundtable will allow you to share your ideas, thoughts, successes and failures with respect to “convergence”! Every student media outlet on your campus has something to gain by working with other outlets. Does that mean simply sharing or converging your operations? Share your thoughts in this fairly unstructured setting with your peers from across the nation.
Savannah 3, Level 2
Rebecca Prete, General Manager - WBGU-FM Bowling Green State University
Richard Ganey, Director of Electronic Media and Broadcasting - WOUB-FM Ohio Northern University

Did you pre-order a CBI Atlanta Convention T-shirt? Pick yours up at the Registration Table! Didn’t order one? Get yours before they are sold out in Valdosta!

Please complete your session evaluation form! Evaluation Boxes are located in our session rooms and at the CBI Registration Table. Thank you for your feedback!

Upon return from Atlanta, please provide additional convention feedback via the CBI Atlanta Post-Convention Survey. The link will be distributed throughout our CBI Email Lists next week.

Thank you to our convention sponsors! More sponsors on page 23.

HD Radio Technology is fueling the digital radio revolution in the United States and around the world. Leading broadcasters, consumer electronics manufacturers, automakers and retailers are committed to HD Radio Technology. For more information, visit www.hdradio.com.

The Live365 radio network attracts millions of listeners, offering high-quality streaming music, talk, and audio. 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.

iHeartRadio lets you listen to more than 1,500 Live Stations or create your own all-music Custom Stations from a catalog of 14 million songs and 400,000 artists. Download the free app at iHeartRadio.com.

RCS is a technology company that has been inventing solutions for the broadcasting industry for over 30 years. Our products and services are used at more than 9,000 radio stations, TV music channels, cable companies, satellite radio networks and Internet stations worldwide. From GSelector4 Music Scheduling to NexGen Digital’s proven automation to Linker promo scheduling, RCS software is used in more stations than any other. When it comes to new ideas, inventing solutions, and reliable products, RCS – Sound Software is your answer. Contact: Jim Colley – (877) 774-1008.

Spintron is an online playlist management solution for non-commercial radio stations. It handles playlist data capture and dynamic online publishing, archiving and reporting among many other features. Spintron has benefits for listeners, stations, artists and DJs. www.spintron.com. Contact: Eva Papp – (617) 233-3115.

Downtown Atlanta
### Friday Sessions Quick View

**Macon, Level 2**

<table>
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<td>Doing More with a WordPress Website</td>
<td>Lunch &amp; Social Break</td>
</tr>
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**Savannah 1, Level 2**

| 50 PLUS Promotion Ideas in 50 Minutes! | Telling Tales: How to be a Powerful Broadcast & Multimedia Storyteller that Can Get a Job | Student Radio Soap Operas: “The Theatre of the Mind” | Lunch & Social Break |

**Savannah 2, Level 2**

| From Free-Form to Block: Making the Transition | What We Can Learn from HD Radio | Ask the FCC Experts | Lunch & Social Break |

**Savannah 3, Level 2**


**Atlanta 5, Level 1**

| Video Basics & Beyond Hour 1 | Video Basics & Beyond Hour 2 | Radio News... Still a Great Career Choice | Lunch & Social Break |

### Schedule

- **9:00 a.m.**
  - Staff Recruitment & Retention
  - Getting Started with WordPress
  - Doing More with a WordPress Website
  - Lunch & Social Break

- **10:00 a.m.**
  - 50 PLUS Promotion Ideas in 50 Minutes!
  - Telling Tales: How to be a Powerful Broadcast & Multimedia Storyteller that Can Get a Job
  - Student Radio Soap Operas: “The Theatre of the Mind”
  - Lunch & Social Break

- **11:00 a.m.**
  - From Free-Form to Block: Making the Transition
  - What We Can Learn from HD Radio
  - Ask the FCC Experts
  - Lunch & Social Break

- **12:00 p.m.**
  - Roundtable: Sports
  - Roundtable: Student Station Managers - Radio
  - Roundtable: Gathering & Using Information About Your Audience
  - Lunch & Social Break

### Additional Information

- **Tonight:** Swamp Cabbage Mixer: 5:00 p.m.-7:00 p.m., Georgia 13
- **Advisers Only Reception:** 9:00 p.m.-11:00 p.m., Hospitality Suite 201

**Listen to the Convention Cybercast:** [www.live365.com/stations/cbi](http://www.live365.com/stations/cbi)
Friday Sessions

9:00-9:50 a.m. Staff Recruitment & Retention
If you have all the staff you need and everyone is always happy, you do not need to attend this session. For the rest, specific tips with recruiting ideas will be shared along with ideas for keeping returning staff members happy. A must for any station.

Macom, Level 2
Jennifer Smith, General Manager - WBSU Brookport
Dan Schumacher, General Manager & Faculty Adviser - ATSWM FM Texas State University-San Marcos

9:00-9:50 a.m. 50 PLUS Promotion Ideas in 5 Minutes!
So how do you preserve your campus radio station’s identity in a campus TV channel? Looking for ideas that have worked on other campuses? Bring your promotional ideas to the session as well and take home a few new ideas.

Savannah 1, Level 2
Richard Ganey, Director of Electronic Media and Broadcasting - WBMW FM Ohio Northern University

9:00-9:50 a.m. From Free-Form to Block: Making the Transition
Come hear from two stations that made a transition from free-form to block programming. How did they do it and what problems did they encounter? If you’re considering a switch from free-form, or just getting started, this session will show you the basics on how to get started, select programming, create basic blocks and discuss why the shift started. This session will show you the basics on how to get started.

Macon, Level 2
Michael Taylor, Adviser - WVVS Valdosta State University

10:00-10:50 a.m. Video Basics & Beyond
Let’s face it, there are some graphic designers who know graphics - but not video. There are those who have a working knowledge of graphic design. There are videographers who don’t know video compression. And there are those familiar with the processes but desire a firmer grasp of the concepts. In any case, the gap needs to be bridged to create amazing multimedia projects. Here’s what we’ll cover – files, formats and transcoding, basic color correction, video editing basics, graphic design for broadcast, video compression. Atlanta 2, Level 2
Herbert Dunmore, Operations Manager - GreyComm Studios Loyola University Maryland

10:00-10:50 a.m. Getting Started with WordPress
Thinking about making the move to WordPress for your website? Learn more about the content management system, the benefits of moving to WordPress and how to get started in this session. This session will cover the pros and cons of moving to WordPress, the basics of installation, theme selection and basic customization and an overview of what works best on WordPress sites around the web.

Macon, Level 2
Judi Knight, Owner - New Tricks & WordCamp Atlanta
Russell Fox, Lead Developer - Cien Media Group

10:00-10:50 a.m. Roundtable: Student Station Managers-Radio
Share and discuss experiences, issues and success stories with other college radio station managers. Be ready to share your stories with other students and find out secrets to successful station and staff management.

Savannah 1, Level 2
Coca Brown, Online Communications Manager - Tellus Museum
Dylan Fagan, General Manager - SCAD Atlantic Radio

10:00-10:50 a.m. Roundtable: Student Station Managers-Radio
Share and discuss experiences, issues and success stories with other college radio station managers. Be ready to share your stories with other students and find out secrets to successful station and staff management.

Savannah 1, Level 2
Coca Brown, Online Communications Manager - Tellus Museum
Dylan Fagan, General Manager - SCAD Atlantic Radio

11:00-11:50 a.m. Doing More with a WordPress Website
Get your WordPress site up and running! In this session, you will learn the basics of installing WordPress, customizing your site, and using plugins. You will also learn how to work with WordPress to create a professional-looking website.

Macon, Level 2
Judi Knight, Owner - New Tricks & WordCamp Atlanta
Russell Fox, Lead Developer - Cien Media Group

11:00-11:50 a.m. Student Radio Soap Operas: “The Theatre of the Mind”
The session begins with the fundamentals of audio script preparation and sound effects. Examples of radio soap (plays) will be featured along with live and recorded sound effects, available sources for sound effects on the web and how to write a script. The pros and cons of live versus edited productions will be discussed. One or two of the scripts will be written in the session of the session to give a “taste” of radio play production. The development of radio plays will help to increase the student’s reading, writing, public speaking skills and working as a team in the audio studio.

Savannah 1, Level 2
Fred Mow, Broadcast Journalism Lecturer/Adviser - Bronx Radio University of Texas Pan American

11:00-11:50 a.m. Radio News...Still a Great Career Choice
Why talk radio? Listen to your local news career and not TV and radio.2003, reviewer for 1010 WINS/New York and News Direct for Channel 4’s Total News Wire. Discuss your career and what today’s college students should still make radio news their first choice.

Macon, Level 3
Glenn Schnick, 20129895 - New York City

11:00-11:50 a.m. Ask the FCC Experts
This is your opportunity to ask the FCC legal and technical questions and get the answers from the pros:1-deducting, license renewal, contests, safe harbor, FCC policy and compliance questions, station upgrades and more. All questions related to FCC licensed, over-the-air broadcasting, please join us.

Savannah 2, Level 2
Laura Mizrahi, Communications Technologies, Inc.
Nicole Virtue, Owner - Georgia School of Broadcasters
David Overfield, Partner - Wilkinson, Barker, Knauer, LLP

11:10-11:50 a.m. Roundtable: Gathering & Using Information About Your Audience
Through technology, getting information on your audience has never been easier. Discuss the basics of how and what you should be tracking - through your online stream, website analytics, social media and more - and what solutions your station has found successful in gathering and using data.

Savannah 2, Level 2
John Robinson, Big Champagne Media
Jessica Crary, Assistant Director of Student Media - SCAD Atlantic Radio

1:00-1:50 p.m. Learn How to Work with Boomers in Your First Job and Beyond
In the coming years, you’ll be likely to 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, these Boomers will talk about their expectations and give you a chance to ask any questions, you might have about how to take advantage of the expertise of your work environment.

Macon, Level 2
Jana Fox, Director, Station & Business Relations - DJ
John Weatherford, General Manager - Public Broadcasting Atlanta

1:40-2:50 p.m. Together We Stand: Strategies for Promoting & Protecting College and High School Radio Stations
College and high school radio stations need to develop strategies to ensure that they protect themselves from being closed down or sold off by effectively promoting themselves and make their operations an important part of the student experience. More than ever before high school and college radio stations are coming together to celebrate the importance, and raise the profile, of non-commercial radio in America.

This is relevant to your station, whether you think you are in danger or not. The audience will be invited to share their experiences and ideas.

Savannah 1, Level 2
Web Quicker, Founder - College Radio Day/William Patterson University
Pete Bowers, Founder - High School Radio Day/Bloomfield Hills Andover High School

1:00-1:50 p.m. FCC License Renewal: Avoid the FINE!
For many licensed radio and TV stations, license renewal is fast approaching. Failure to complete the renewal process properly and on time can lead to fines and even the loss of your license. This session will provide you with the information and tools you need to understand the process, requirements and more.

Savannah 2, Level 2
Laura Mizrahi, Communications Technologies, Inc.

Do You Spin the Nation’s Best College Radio Show?
The IRF Search for the Best US College Musical Radio Show, presented by HD Radio™ Technology, in association with Mixcloud & CMU, invites all US College Radio DJs to submit entries for their station’s best musical show. The world’s best music conference – Midem – taking place in Cannes, France January 26-29, 2013. You will be flown to France and introduced to top music industry executives, plus have the chance to attend Midem conference sessions and enjoy over 40 live acts!

Friday Sessions

1:00-1:50 p.m. Roundtable: TV/Video Managers

TV/video student media operations face a different set of challenges than their radio or print counterparts. Whether you operate a 24/7 operation, a YouTube channel, vimes or other video centric outlet, you need to attend to this session to share strategies and goals and learn how your peers are operating viable “stations.” You’ll walk away from this session with a better idea of how to make your operations more efficient and with contacts that you can use to help you improve your operations.

Savannah 3, Level 2
Katherine Fitzpatrick, General Manager - GreyComm Studios Loyola University Maryland
Oscar Delagazia, Operations Manager - UMW University of the Incarnate Word

1:00-1:50 p.m. Engaging Your Audience Online

Engaging your audience through your web presence and social media should be part of every student radio and TV station marketing plan. Bill Ovall, who put together a comprehensive web/social presence to ensure that college students are aware of college radio and TV, will explain how he became a word-of-mouth hit through some non-traditional audience-engagement efforts. Jennifer Brett, social media expert for the Atlanta Journal Constitution, will show you how to make the most of your station’s voice when engaging your audience online.

Atlanta 5, Level 1
Jennifer Brett, Multimedia Journalist/Social Media Expert - Atlanta Journal Constitution
Bill Ovall, Director of Education and New Media - Georgia Public Broadcasting

2:00-2:50 p.m. Webcasting & Broadcast Royalties for Radio/Web Stations

This is a must attend session for all radio/web stations that use webcasting. By attending this session, you will come away with the information you need to make sure your station is in compliance with respect to copyright issues. There is a lot of information and misinformation out there concerning what you need to stay out of legal and financial problems. The legal and financial aspects of these complicated issues will be addressed by those who are representing stations like yours in the legal arena and provide you an opportunity to interact with a representative from SoundExchange.

Marcon, Level 2
Bill Robedam, CBS Executive Director - KTRU/Rice University
Joel Wilker, Retired - University of Louisiana at Monroe
Travis Pleozer, Manager, Licensing and Enforcement - SoundExchange, Inc.

2:00-2:50 p.m. The Technology of the NFL

Ever wonder how to get that audio or shot at a football game? Now you can. Ralph has been covering football games for 20 years and brings some show-and-tell pieces. Ralph has been researching or examples to address the ethical issues facing entertainment-focused radio and television. This roundtable discussion will highlight ethics for news and the NFL and provides guidelines addressing the non-news aspects of station programming and operations.

Savannah 3, Level 2
Jennifer Brett, Social Media Expert - Atlanta Journal Constitution
Gail Leibowitz, Consultant - Gail Leibowitz Consulting

3:00-3:50 p.m. 3D Printing in the On-Demand Age

When listeners and viewers can literally get anything they want on demand, stations need to embrace their unique strengths to put together station programming that appeals to their audiences. Learn how human programming directors can do what computers can’t, and how your station’s programming can get, and keep, an audience.

Savannah 3, Level 2
Rommel Forman-Bush, Former NPR/GPB Reporter/Author

3:00-3:50 p.m. Roundtable: Developing a Station Code of Ethics

As colleges prepare to renew their accreditation, advisers are being asked to provide a code of ethics for campus radio and television operations. While news organizations like NPR and Radio Television Digital News Association have codes of ethics for their reporters, there is little existing research or examples to address the ethical issues facing entertainment-focused radio and television. This roundtable discussion will highlight ethics for news and the NFL and provides guidelines addressing the non-news aspects of station programming and operations.

Savannah 3, Level 2
Jamee Goodwill, Advisor - WINC FM North Carolina State University
Bill Abram, Program Director - WINC-FM North Carolina State University

3:00-3:50 p.m. On-Air Presence & Practice: Learn the Look, Sound & Style that Can Land You a Job

Students will learn how to get a successful broadcast voice, look, and presence from local Atlanta television and radio personalities. The panel will help volunteer to perform for them and their fellow attendees and then offer critique on their presence and voice.

Atlanta 3, Level 1
Ted Hall, Anchor/Reporter - WFXA TV
Suzanne Capelouto, CNM/Reporter - CNN Radio
Emilie Forman-Bush, Former NPR/GPB Reporter/Author

4:00-4:50 p.m. The Human Touch: Programming in the On-Demand Age

When listeners and viewers can literally get anything they want on demand, stations need to embrace their unique strengths to put together station programming that appeals to their audiences. Learn how human programming directors can do what computers can’t, and how your station’s programming can get, and keep, an audience.

Savannah 3, Level 2
Rommel Forman-Bush, Former NPR/GPB Reporter/Author

4:00-4:50 p.m. Roundtable: Student Media Advisers - Staff & Faculty

This is your chance to sit with your peers and share your ideas or just get a read on what is going on in this toolkit with some of the best and brightest advisers from around the country. We all face problems like how to handle tricky accreditation issues, dealing with supervision who doesn’t get it, students who don’t perform and more. This is your chance to share what works for you and obtain advice in dealing with situations in an unstressed forum. You will leave this session with at least some answers and a chance to get to know your peers. This is roughly the live, in person of the CBI Faculty Staff email list. Come and put a face to go with the name and come away with new resources to help you cope with situations nobody else understands.

Savannah 3, Level 2
Greg Weston, General Manager - WPXT-FM University of Pittsburgh

4:00-4:50 p.m. Keys to a Great Promotions Department

This session will focus on the basics of building a great promotions department by sharing strategies that student radio stations can use. Topics to be covered include how to organize giveaways, how to manage completed giveaways in the most productive way possible, how to stay organized, and working with promoters without jeopardizing your relationship with them or your station’s license. This session will also explore what stations can do for their listeners beyond the classic ticket giveaway, as well as how the sports and promotion departments can work effectively together for mutual benefit.

Marcon, Level 2
Kevin Duke, Promotions Director - WSOU Seton Hall University
Chris Paoli, Sports Director - WSOU Seton Hall University

4:00-4:50 p.m. On-Air: Finding a Way to Get That Audible Image

This session will focus on the basics of building a great promotions department by sharing strategies that student radio stations can use. Topics to be covered include how to organize giveaways, how to manage completed giveaways in the most productive way possible, how to stay organized, and working with promoters without jeopardizing your relationship with them or your station’s license. This session will also explore what stations can do for their listeners beyond the classic ticket giveaway, as well as how the sports and promotion departments can work effectively together for mutual benefit.

Marcon, Level 2
Kevin Duke, Promotions Director - WSOU Seton Hall University
Chris Paoli, Sports Director - WSOU Seton Hall University

4:00-4:50 p.m. Only in Adelaide Premiere

Adelaide Premiere is fast becoming a must-attend tool that caters to the novice and experienced editor alike. In this session, you will learn the features and tool and how you can to create cutting-edge video content. Topics covered: integration with Adobe Photoshop, importing from and to Final Cut Pro, and harnessing the use of Creative Suite to build visual masterpieces.

Savannah 1, Level 2
Herbert Dunmore, Operations Manager - GreyComm Studios Loyola University Maryland

4:00-4:50 p.m. Learning to Share: Converging College Media Newsrooms

The converged newsroom is becoming a fast reality. Convergence isn’t just about technology, but a more efficient way of thinking about reporting news. Meet four individuals who are actively practicing converging their schools. One student leader and three advisers share advice in getting their organizations and classrooms to think outside single platforms. While all four come from radio backgrounds, see how they are integrating television, newspaper, web, and yearbook multimedia into multi-media reporting. Expect to stay overtime for this session.

Savannah 3, Level 2
Timothy Gullen, News Director - WSOU Seton Hall University
Dick Hinckle, General Manager - WMSC Montclair State University
Tara Hoffman, Director of Broadcasting, Professor of Communication - Mulkin University
Laura Marshall, WMCC Station Manager, Assistant Professor of Communication - Mulkin University

4:00-4:50 p.m. Roundtable: Student Media Advisers - Staff & Faculty

This is your chance to sit with your peers and share your ideas or just get a read on what is going on in this toolkit with some of the best and brightest advisers from around the country. We all face problems like how to handle tricky accreditation issues, dealing with supervision who doesn’t get it, students who don’t perform and more. This is your chance to share what works for you and obtain advice in dealing with situations in an unstressed forum. You will leave this session with at least some answers and a chance to get to know your peers. This is roughly the live, in person of the CBI Faculty Staff email list. Come and put a face to go with the name and come away with new resources to help you cope with situations nobody else understands.

Savannah 3, Level 2
Greg Weston, General Manager - WPXT-FM University of Pittsburgh

19

Please complete your session evaluation forms! Evaluation Boxes are located in your session rooms and at the CBI Registration Table. Thank you for your feedback!

Friday Evening Events:

5:00-7:00 p.m. Swamp Cabbage Mixers

Come relax to some music and network after a long and productive day at the convention! This event is free and open to all convention attendees. Thank you to John Devock, WSOU, Radio, for coordinating this event!

Georgia 1, Level 1

Savannah Cabbage

9:00-11:00 p.m. Advisers Only Reception

Advisers, wind down from a productive day at the convention and enjoy time with fellow advisers!

Hospitability Suite 201, Level 2

Savannah Cabbage
11:00 a.m. Session Recruitment: A 5-Step Plan to Keep Your Station Strong!
Savannah 1, Level 2
New Advisers: FCC Rules
That's Indecent! Or Not?: What the Decision in FCC v. Fox Means for College Broadcasters
Swag
Swag

9:00-9:50 a.m. Station Recruitment: A 5-Step Plan to Keep Your Station Strong!
Each year every college station faces the same problem: Who is going to replace the current student leadership when they graduate? Targeted recruitment is the answer! Learn five ways to make sure that new leaders are always joining your station!
Savannah 1, Level 2
Cody Tamir, Operations Manager - WREX Atlanta Georgia Institute of Technology
Grace Ahrens, General Manager - WREX Atlanta Georgia Institute of Technology

9:00-9:50 a.m. LPFM Opportunities: Upgrade Your Power Full Station or Add a Transmitter
Whether you are looking to launch your first full power or LPFM station, upgrade your signal, or add a translator, this is the session for you. LPFM rules have been released and an imminent filing window for the first time in over 10 years means potential new opportunities for your station to get on the air. Already have an LPFM license? Changes in FCC rules and the digital TV transition may create opportunities for signal expansion or improvement for full service FM, Class D or grandfathered Class A stations. The FM translator service is impacted by some of these long awaited LPFM changes but may still be a valuable potential way to increase the reach of your station. Our legal and technical experts will explain what's new, what's on the horizon and what you will need to do to take advantage of these opportunities.
Savannah 2, Level 2
Laura Manly, Communications Technologies, inc. Melinda Virtus, Owner - Gavvy Schubert Baker

9:00-9:50 a.m. I'm in Charge, Now What?!
Boomslag: Planning a Music Festival
Help! My Board is in Crisis
Alternatives to Licensed Broadcasting

Savannah 3, Level 2

9:00-9:50 a.m. That's Indecent! Or not?: What the Decision in FCC v. Fox means for College Broadcasters
The session will review the different components which can be used to create a TV news package and the ways to arrange these components. TV news packages will be used to demonstrate these concepts. Attendees will take away a better understanding of how to construct a package and tell better news stories.
Atlanta 5, Level 1
Stewart Bilsky, Chair, Dept. of Mass Communication - WBRC-FM

9:00-9:50 a.m. Building a Better TV News Package
TV News Producing: Action in the Newsroom
What Are All of Those Buttons on My Camera?
Digital Media Convergence: A Curricular Model

Atlanta 5, Level 1
Ted Garner, Director of Media Services - WBRC-FM
Ronny Chidlo, Station Manager - TYTV The Government Channel

10:00-10:50 a.m. Station Recruitment: A 5-Step Plan to Keep Your Station Strong!
CBI Keynote Address, National Student Production Awards & Membership Meeting begins at 2:00 p.m. in Atlanta 3-4, Level 1.
Saturday Sessions Quick View
Saturday Sessions

11:00-11:50 a.m. Help! My Board is in Crisis
Station Manager of WRU 5 FM WRSU, Omar Ahmad will discuss the difficult situations that arise in student management at a radio station. Topics that will be discussed are conflict resolution, enforcement, and making big decisions quickly. There will also be small tips to help run a smooth management team with topics like meeting agendas, emails, and suspension letters. This is meant to serve as a way to improve the leadership and managerial skills of students in radio.
Savannah J, Level 2
Omar Ahmad, Station Manager - WRSU Seton Hall University
Mark Mather, General Manager - WRSU Seton Hall University

11:00-11:50 a.m. What Are All of Those Buttons on My Camera?
Video production has come a long way since the days of film and VHS cassettes and the technology has changed too. The automated features of modern-day video cameras have made things easier, but what happens when you need to use the professional equipment and manually push those buttons? In this session, we will review the advanced features of the professional video camera and provide a greater understanding of how to bridge the gap between consumer and professional gear, enabling you to enhance your skills and become a better videographer.
Atlanta 5, Level 1
Herbert Dunmore, Operations Manager - GreyComm Studios WLOY-TV Loyola University Maryland

Noon-1:00 p.m. Lunch and Social Break
There is a deli that serves pizza right in the hotel. Be sure to come back for the last sessions and the keynote address, membership meeting and production awards!

1:00-1:50 p.m. Swag Swap
Bring your stickers, T-shirts, caps, pens, folios and the like to share with other stations. You will see lots of swag and bring home ideas for use at your facility! Share your thoughts with others concerning vendors, pricing and co-branded merchandise.
Savannah J, Level 2

1:00-1:50 p.m. Four Healthy Habits for College Radio
The session begins with a quick summary of 4 good habits for college radio stations: A well-defined structure/organization, Working with other radio groups, Working with the environment around it, and Thinking Long term. These concepts are then addressed individually, with discussion among the three panelists, who will reflect on how these practices were carried similarly or differently at their own stations.
Savannah J, Level 2
Lucas Gallaher, Former General Manager, KHOW.net
Charles Bapley, Faculty Manager - WMUL FM Marshall University
John Mains, Instructor of Radio/TV & The Edge Radio OHU - University of Southern Indiana

1:00-1:50 p.m. Alternatives to Licensed Broadcasting
You can't get a license in your town? Your school sold it off or handed it over to NPR? Little to no budget? It's okay, you still have options. This session will talk about AM, FM, CATV and Web options for getting your signal out there. We will cover a variety of systems and budgets so bring your questions and let’s get you on the air!
Savannah J, Level 2
John Derecki, Operations Manager - WLOY Loyola University Maryland
Will Robedee, CB Executive Director - KRTU/KRTS-3 Rice University

1:00-1:50 p.m. Digital Media Convergence: A Curricular Model
Recognizing changes in industry, Berry College’s Communication Department converged its curriculum, seeking to cross-train all major students across all media. Berry faculty and staff will present on how they collapsed the medium based “silos” in the curriculum (print, broadcast, photo) and replaced them with highly collaborative media-converged courses, and how the department transformed its on-campus TV station into a cutting-edge multimedia digital publishing house. The transition, ongoing and not without its bumps, requires new ways of thinking and doing as the Berry Communication team seeks to prepare students for careers in communication rather than merely the job market when they graduate.
Atlanta 5, Level 2
Steven Hames, Advisor - Viking Fusion Berry College
Jason Peterson, Assistant Professor of Communication - Berry College
Kevin Alme, Communicative Lecturer & Student - Publications Adviser Viking Fusion Berry College Berry College

2:00-5:00 p.m. Convention Keynote Address, National Student Production Awards, & CBI Membership Meeting
CBI welcomes CNN News Anchor Carol Costello for our Keynote Address. Costello anchors the 9-11 a.m. (ET) edition of “CNN Newsroom.” Following the Keynote Address, CBI salutes the best in student video and audio production during the presentation of the National Student Production Awards. The best in student media is being recognized across 24 categories. Thank you to participating CBI Member Stations who helped judge the 2012 Awards this summer. All advisers and staff members from CBI Member Stations are invited for an update of the state of the organization and share ideas for CBI’s future during the CBI Membership Meeting.
Atlanta 3-4, Level 1

Please complete your session evaluation forms! Evaluation Boxes are located in our session rooms and at the CBI Registration Table. Thank you for your feedback!

CBI Atlanta concludes at the end of the Membership Meeting. Thank you for attending the 2012 CBI National Student Electronic Media Convention! The 2013 Convention location will be announced soon!

Thank you to our convention sponsors! More sponsors on page 13.

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