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Contact: Will Robedee, Executive Director, College Broadcasters, Inc.,
855-ASK4CBI/exdir@askcbi.org
Greg Weston, President, College Broadcasters, Inc.,
412-648-7990/wptsgreg@gmail.com

**NBC's McFLICKER TO GIVE KEYNOTE ADDRESS AT NATIONAL STUDENT
ELECTRONIC MEDIA CONVENTION**

College Broadcasters, Inc. (CBI) is proud to announce that Dean McFlicker, Vice President and Creative Director of NBC Entertainment Marketing, will deliver the keynote address at the 2nd annual National Student Electronic Media Convention (NSEMC) on Nov. 2, 2013.

McFlicker's presentation is titled *Secrets to Career Success: How to Market Yourself in an Increasingly Broadcast Savvy Multi-media World*. The presentation will break down personal branding, give attendees the inside scoop on broadcasting and teach real world tools and techniques for quick advancement in any field. Having produced for some of TV's biggest shows (including "The Voice," "America's Got Talent" and "Law & Order") and worked with many of Hollywood's biggest stars (including Carrie Underwood, Michael J. Fox, and Ryan Seacrest), McFlicker brings an unparalleled insight into the media industry.

A top Hollywood executive, McFlicker oversees radio, television and digital marketing on all platforms for NBC Primetime. For more information on McFlicker, visit deanmcflicker.com or on Twitter @deanmcflicker.

CBI Executive Director Will Robedee says, "We are thrilled to have Dean McFlicker as the keynote for CBI-Texas. Our attendees will all benefit from his knowledge of all aspects of electronic media."

The NSEMC will be held at the Hyatt Regency San Antonio from Oct. 31 – Nov. 2, 2013. In addition to the keynote address, it will feature three days of interactive sessions led by broadcast professionals and student media advisers, plus a slate of student-led roundtables, capped off with the presentation of the National Student Production Awards at a special ceremony on Saturday, Nov. 2. Sessions will focus on radio, video, and new media, with ample opportunities for students and advisers to network with each other and benchmark their operations. For more information, visit www.askcbi.org/sanantonio.

College Broadcasters Inc. 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 currently represents more than 250 active radio and television member stations.

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College Broadcasters, Inc.
1152 Mae St. • Hummelstown, Pa. 17036 • www.askcbi.org • 1-855-ASK-4CBI