



**National Student  
Electronic Media  
Convention  
Philadelphia, PA  
#CBIPhiladelphia  
Oct. 20-22, 2016**





# Welcome to Philadelphia!

On behalf of the College Broadcasters, Inc. (CBI) Board of Directors, I'd like to welcome you to the National Student Electronic Media Convention (NSEMC), or CBI Philadelphia for short. The NSEMC is 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 you will leave the convention with the skills and motivation to improve your student media outlet.

As a Pennsylvania resident, I am thrilled that we are able to bring the NSEMC to Philadelphia. Between the Democratic National Convention, the recent visit of Pope Francis and its status as America's only World Heritage City, Philadelphia in 2016 has established itself as one of America's most vibrant, high-profile cities. Plus, its location in the heart of the Northeast makes the NSEMC more accessible to more people than ever before.

Our host venue, the newly-remodeled Sonesta Philadelphia Hotel, is centrally-located, with easy access to all of the city's attractions, including Independence Hall, the Liberty Bell, the Reading Terminal Market and Rittenhouse Square. Plus, literally hundreds of dining options are located within blocks of the hotel. Philadelphia is also one of America's top media markets and we're helping you take full advantage, with a wide range of tours of local media outlets scheduled for you.

The NSEMC is widely recognized as the top conference for student electronic

media, and we're convinced this year's edition will be the best yet. New partnerships with groups such as the Prometheus Radio Project, REC Networks and MusicMaster allowed us to bring you excellent pre-convention workshops. Thursday, Friday and Saturday will bring you a variety of great sessions, networking opportunities and social functions. On Saturday morning, we offer you Adobe Creative Foundations, a three-hour intensive training session, followed by our keynote address from New York news radio vet Glenn Schuck—who will discuss the evolving role of journalism in these days of fragmented media—and the presentation of the National Student Production Awards.

Finally, as my time as CBI President winds down, I'd like to offer a heartfelt thank you to our CBI members and everyone else associated with the NSEMC. Shortly after I started my term in late 2011, an unforeseen chain of events led to the decision to start this convention. Had it failed, it could have spelled the end of CBI as an independent organization. Instead, in five short years, the NSEMC has grown far beyond my wildest expectations. I am so grateful to our attendees, sponsors, presenters, board members and everyone else who has helped make this happen.

Sincerely,

Greg Weston

President, College Broadcasters, Inc.

Paul Loftland for VISIT PHILADELPHIA



## Keynote Speaker, Glenn Schuck, 1010 WINS



Our CBI Philadelphia Keynote Speaker, Glenn Schuck, has been a broadcaster for more than 30 years. Presently with America's most listened-to radio station, 1010 WINS, Schuck will share his insights on the media's coverage of the 2016 Presidential campaign and the evolving role of journalists in the 21st century media landscape. He will also reflect on key decisions and networking that allowed his career to evolve and review ways today's students can pave the way for their careers.

A native of New Jersey, Schuck began his professional radio career as a DJ for stations WJRZ/Jersey Shore, WPST/Trenton, legendary rocker WAAF/Boston and as morning host at KROCK/Monterey, California. In 1995, Schuck began anchoring business reports for CNBC. In 1997, he left CNBC for Metro

Networks, at that time a new radio news wire service. In 2000, Schuck joined New York's number one news station 1010 WINS as a reporter, while also being named News Director for Metro Networks. He left his role at Metro Networks in 2013 to join CBS Radio full time, adding anchor duties to his reporting responsibilities at 1010 WINS.

Schuck was the first radio reporter to inspect Ground Zero with Mayor Rudy Giuliani the morning of September 12, 2001. Schuck's months-long reporting on the aftermath of the 9/11 attacks earned him critical acclaim. He contributed to both an HBO documentary and two books about the terror attacks on the World Trade Center.

For the past 16 years, Schuck has covered nearly every major news event in the New York metropolitan area,

from Papal visits and Superstorm Sandy, blackouts and shootings, to "Bridgegate" and Super Bowl and World Series appearances by New York teams. He has appeared on many TV programs to discuss issues in the news, including CNN, MSNBC and NY1, and has been sent on assignment to Washington, D.C., Philadelphia, San Francisco, Boston and other cities.

Schuck has won awards for his work from the Associated Press, the New York Press Club and the NY AIR Awards. He served as President of the New York Press Club from 2009-2012. Schuck got his start in student-run media, joining the staff of Seton Hall University's WSOU in 1981. During his time at WSOU he was news director and then station manager, experience he credits for the launch of his media career.

Join us Saturday, Oct. 22 in Wyeth Ballroom B/C at 1:30 p.m. before the presentation of the National Student Production Awards.

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Front Cover Photo: Paul Loftland for VISIT PHILADELPHIA

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# Sonesta Philadelphia Hotel Map

MEETING ROOM PLANS

Level Two

Level Eight

**KEY**

1 Wyeth Ballroom	11 Whistler Gallery B
2 Wyeth Gallery A	12 O'Keefe Room
3 Wyeth Gallery B	13 Hopper Room
4 Wyeth Gallery C	14 Homer Room
5 Wyeth Gallery A & B	15 Warhol Room
6 Wyeth Gallery B & C	16 Benton Room
7 Foyer/Prefunction	17 Rockwell Room
8 Eakins Room	
9 Whistler Ballroom	
10 Whistler Gallery A	

**Warhol (15) and Benton (16) rooms are located on Level Eight.**

**The registration table and exhibit hall are located on Level Two in Wyeth Gallery C (4). Get your questions answered about the convention and play exhibitor bingo for your chance to win a prize to take home!**

## CBI Board of Directors & Special Acknowledgments

President	Greg Weston, University of Pittsburgh
Vice President	Dave Asplund, Eastern New Mexico University
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We appreciate feedback! Complete the post-convention survey at [AskCBI.org](http://www.askcbi.org/philadelphia/post-convention-survey)  
<http://www.askcbi.org/philadelphia/post-convention-survey>



Edward Savaria, Jr. for VISIT PHILADELPHIA



# Wednesday Pre-Convention Workshops

**LPFM Workshop**  
 Wednesday, 8:30 a.m.-5:30 p.m., Wyeth B  
 Registration fee: \$25, pre-registration is required

Michelle Bradley of REC Networks and Paul Bame from Prometheus will lead this all-day workshop on all things LPFM. They'll cover everything you need to know about starting and operating an LPFM station, including dealing with the FCC, staffing and programming, how to legally fund your station, the legalities of webcasting and many other technical and legal issues. Time will be built in for you to get your questions answered and network with other LPFM operators.

Missed the workshops? Look for offerings in San Antonio in 2017!

**MusicMaster Genius Day**  
 Wednesday, 10:00 a.m.-4:00 p.m., Whistler A/B  
 Registration fee: \$25, pre-registration is required

MusicMaster Learning and Development Director Drew Bennett will host this remarkable educational opportunity. Bennett will pass along music scheduling tips for users of all skill levels. The workshop will include Q&A, roundtable discussion and special presentations by several industry leading guest speakers, including Vince Bennedetto, President/CEO Bold Gold Media. Students with no experience in programming are very welcome! We will cover the basics as you gain familiarity with MusicMaster, positioning you even further as a competitive leader in today's broadcast industry. Program instructors are also encouraged to attend.

# Convention Student Cybercast

**Student Cybercast**  
 Wednesday-Friday, Wyeth Gallery C  
 Listen Live | <http://radio.securenetsystems.net/v5/WBGSDEMO>

Multiple student stations take over the CBI Cybercast, sharing their unique styles and insights. Cybercast features music, talk and convention updates from radio and television organizations in attendance. Thank you to Broadcasters General Store and [securenetsystems.net](http://securenetsystems.net) for partnering with CBI to make the cybercast available during the convention!

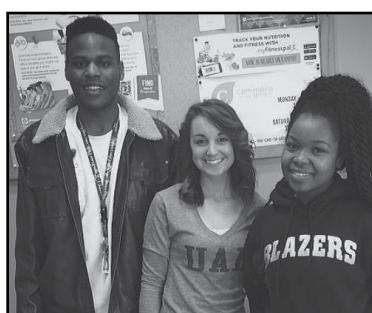


# Wednesday Student Social Event



**NSEMC Student Social**  
 Wednesday, 6:00-7:00 p.m., Whistler A/B

Students, kick off the convention by getting to know your peers! Come to the CBI's first convention student social and meet other students from across the country. Learn about other stations and share your own stories. This hour will be filled with fun activities to get you ready for the convention. Snacks and soft drinks will be provided! Admission is free.



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# Convention Exhibitor Bingo

Visit our exhibitors in Whistler A/B with your bingo card to earn a chance to win prizes. Fifteen spots must be completed to be eligible. Drawings will be held Thursday and Friday at 3:55 p.m. Drop off your completed bingo card at the registration table. See a full listing of our exhibitors on pages 6 and 12 and on AskCBI.org

*Thank you for playing 2016 Exhibitor Bingo!*

Please fill in the following information to complete your entry:

Name: \_\_\_\_\_

School: \_\_\_\_\_

Media outlet/organization: \_\_\_\_\_

I am a (check one):  Student  Adviser/Faculty/Staff  Other

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cell phone number: \_\_\_\_\_

Email address: \_\_\_\_\_

Please add me to the following listservs (circle):

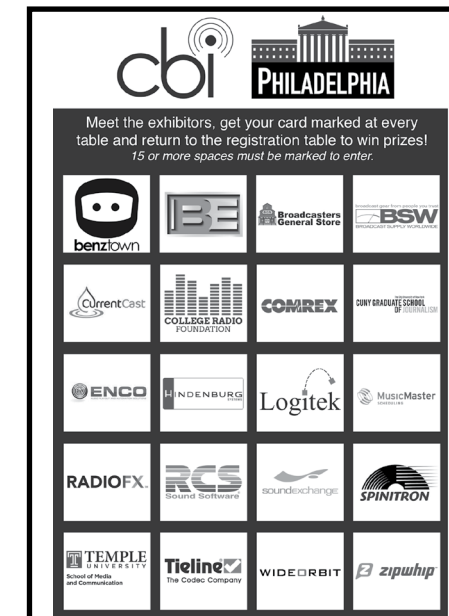
All members Faculty/Staff TV High School

**PHILADELPHIA**

NSEMC 2016 Exhibitor Bingo Prizes Include:

- Audio-Technica ATH-M30x Monitor Headphones (Thursday)
- SHARKK Boombox Bluetooth Wireless Speaker (Friday)
- Apple iPad Mini 2 (Saturday)

Drawings will be held on Thursday and Friday at 3:55 p.m. in the Registration Area, and on Saturday at the Awards Ceremony!



# Thursday All Delegate Swag Swap Social Event



**All Delegate Social and Swag Swap**  
 Thursday, 6:30 p.m. Wyeth Ballroom Foyer

Join us on the opening night of the convention for a social event where you can talk with those you met during the opening day and network. Age-appropriate beverages will be provided on a first-come, first-served basis. In addition to the networking opportunities, you will be able to learn about what swag media outlets are using, the vendors they work with and pick up samples. Be sure to bring your own swag to swap!



# Saturday National Student Production Awards



**2016 National Student Production Awards**  
 Saturday, 1:30 p.m. Wyeth Ballroom B/C  
 Emcee: Lucy Noland, Co-Ancor, FOX 29

CBI salutes the best in student video and audio production during the presentation of the 2016 National Student Production Awards. The best in student media is being recognized across 24 categories. Come to view/hear the best in student produced media and/or to accept your award. Thank you to participating CBI member stations and those who helped judge the award entries. Congratulations to the finalists! The awards ceremony follows the keynote address from Glenn Schuck.



# Sign up for Convention Media Tours

CBI is offering tours to Greater Philadelphia Media (Thursday), Drexel University's WKDU (Thursday) and WTFX Fox 29 (Friday). See the registration desk for more information and availability.



# National Student Production Awards Finalists

<p><b>Best Student Media Website</b> KSCU 103.3 FM Santa Clara Santa Clara University "KSCU 103.3 FM Santa Clara University Website"</p>	<p><b>Best Video PSA</b> WCTV Waynesburg University "You Are Enough"</p>	<p><b>Best Vodcast</b> SGTV University of South Carolina "Mental Health Matters at U of SC"</p>	<p><b>Best Audio News Reporting</b> Radio Hofstra University WRHU FM / WRHU.org Hofstra University "Bully Beware, There's An App For That!"</p>
<p>KTXT-FM Texas Tech University "The Hub@TTU"</p>	<p>ASU-TV Arkansas State University "ASU Museum Children's PSA"</p>	<p>SGTV University of South Carolina "Apprehension"</p>	<p>Radio Hofstra University WRHU FM / WRHU.org Hofstra University "Stonewall Inn Feature"</p>
<p>TUTV Temple University "www.templeupdate.com"</p>	<p>CAPS 13 Pittsburg State University "Think Before You Post"</p>	<p>Viking Fusion Berry College "Video Shorts: The Studio Awakens"</p>	<p>WGSU-FM SUNY-Geneseo "Campus Environmental Activism"</p>
<p>KTXT-FM Texas Tech University "KTXT Student Media Web Site"</p>	<p>CAPS 13 Pittsburg State University "The Shape of Things Promo"</p>	<p>ROAR Studios Loyola Marymount University "Behind the Scoreboard: Mary Lane"</p>	<p>Carolina Week University of North Carolina-Chapel Hill "UNC Tries to Break Mental Health Stigma"</p>
<p><b>Best Station Imaging</b> The Edge Radio University of Southern Indiana "The Edge"</p>	<p><b>Best Video Sportscast</b> Ithaca College Television Ithaca College "Hold That Thought"</p>	<p><b>Best DJ</b> WZND Fuzed Radio Illinois State University "Jeff JamZ Aircheck"</p>	<p><b>Best Audio Newscast</b> Carolina Week University of North Carolina-Chapel Hill "Carolina Connection - April 23, 2016"</p>
<p>Titan TV University of Wisconsin Oshkosh "Titan TV"</p>	<p>UTVS Television St. Cloud State University "Husky Mag"</p>	<p>WCRX Radio Columbia College Chicago "Roots &amp; Wings"</p>	<p>Carolina Week University of North Carolina-Chapel Hill "Carolina Connection - October 24, 2015"</p>
<p>WSUM 91.7 FM University of Wisconsin-Madison "WSUM Show Promos"</p>	<p>UTVS Television St. Cloud State University "Husky Faceoff"</p>	<p>WGCS - 91.1 The Globe Goshen College "Berke's Breakfast blend"</p>	<p>WSUM 91.7 FM University of Wisconsin-Madison "WSUM News, April 6th 2016, 6 p.m."</p>
<p>WSUM 91.7 FM University of Wisconsin-Madison "WSUM Bumpers/Legal IDs"</p>	<p>TV2 Kent State University "Sports Corner: April 4, 2016"</p>	<p>KCSU Fort Collins Colorado State University "Caribbean Java and Earl Gray"</p>	<p><b>Best Audio Documentary/Public Affairs</b> XLR - Lander University Radio Lander University "Beyond the Stigma"</p>
<p><b>Best Social Media Presence</b> WLWU Loyola University Chicago "WLWU Social Media Presence"</p>	<p><b>Best Video Newscast</b> Carolina Week University of North Carolina-Chapel Hill "Carolina Week - October 28, 2015"</p>	<p>AUC Radio American University in Cairo "The Quest: Where do Muslims fit in the Best?"</p>	<p>WSUM 91.7 FM University of Wisconsin-Madison "On Wisconsin"</p>
<p>SGTV University of South Carolina "SGTV Social Media"</p>	<p>Carolina Week University of North Carolina-Chapel Hill "Carolina Week - April 13, 2016"</p>	<p>Terrascope Radio Massachusetts Institute of Technology "Rebeldes: Journey through New Mexican Agriculture"</p>	<p>Radio K University of Minnesota "Real College Podcast"</p>
<p>WSUM 91.7 FM University of Wisconsin-Madison "WSUM Social Media"</p>	<p>UTVS Television St. Cloud State University "UTVS News"</p>	<p>KTSW-FM 89.9 Texas State University "In the Public Interest: LGBTQIA"</p>	<p><b>Best Audio Sports Play-by-Play</b> The Edge Radio University of Southern Indiana "USI Men's Basketball vs Quincy"</p>
<p>KCWU-FM (88.1 The 'Burg) Central Washington University "KCWU Social Media"</p>	<p>TV2 Kent State University "TV2 News: February 16, 2016"</p>	<p>WUTM-FM University of Tennessee-Martin "The Bench" (Sports Talk Show)"</p>	<p>KJHK 90.7 FM University of Kansas "KU Volleyball vs. USC"</p>
<p><b>Best Video General Entertainment Program</b> Ithaca College Television Ithaca College "Fake Out"</p>	<p><b>Best Video News Reporting</b> Carolina Week University of North Carolina-Chapel Hill "Cheerleader Injuries"</p>	<p>WKNC-FM North Carolina State University "NC State Cypher"</p>	<p>CAPS 13 Pittsburg State University "Girard vs. Parsons Basketball"</p>
<p>Titan TV University of Wisconsin Oshkosh "Rosemary Park"</p>	<p>GSTV Georgia State University "Courtland Bridge is Coming Down"</p>	<p>Radio DePaul DePaul University "Will You Be My Valentine?"</p>	<p>WSOU Seton Hall University "Seton Hall Men's Basketball Defeats Georgia"</p>
<p>North Texas Television University of North Texas "Ardillando Season 12 Episode 02"</p>	<p>UTVS Television St. Cloud State University "A Final Farewell to Deputy Steven Sandberg"</p>	<p>WRMU-FM University of Mount Union "Do you?"</p>	<p>WUTM-FM University of Tennessee-Martin "Sorority Designated Drivers Program"</p>
<p>UPTV University of Pittsburgh "Pitt Tonight: Episode IV"</p>	<p>TV2 Kent State University "Summit Street Construction"</p>	<p>WMCO-FM Muskingum University "PSA - I Am"</p>	<p>KCWU-FM (88.1 The 'Burg) Central Washington University "When The Sun Hits Promo"</p>
<p><b>Best Video Comedy</b> Viking Fusion Berry College "Video Shorts: Ay, Mi Amor"</p>	<p><b>Best Video Special Broadcast</b> Ithaca College Television Ithaca College "ICTV Election Center 2015"</p>	<p><b>Best Audio PSA</b> WGSU-FM SUNY-Geneseo "SUNY Geneseo Office of Financial Aid"</p>	<p>92 WICB Ithaca College "Jazz Impressions Promo"</p>
<p>Viking Fusion Berry College "Video Shorts: Wireless Fidelity"</p>	<p>Ithaca College Television Ithaca College "President Tom Rochon Speaks Out"</p>	<p>WRMU-FM University of Mount Union "Do you?"</p>	<p>KJHK 90.7 FM University of Kansas "KU Volleyball vs. USC"</p>
<p>KTXT-FM Texas Tech University "Video Game Addicts Anonymous - Episode 1"</p>	<p>LVTV University of La Verne "Cravings"</p>	<p>WUTM-FM University of Tennessee-Martin "Sorority Designated Drivers Program"</p>	<p>WUTM-FM University of Tennessee-Martin "Sorority Designated Drivers Program"</p>
<p>The Southeastern Channel Southeastern Louisiana University "College Night (12/11/2015)"</p>	<p>Media Communication Taylor University "The Glassmakers: Exploring an Indiana Tradition"</p>	<p>WZND Fuzed Radio Illinois State University "ISU Pep Band"</p>	<p>KTXT-FM Texas Tech University "Video Game Addicts Anonymous - Episode 1"</p>
<p><b>Best Video Promo</b> KWTS West Texas A &amp; M University "KWTS - Underwriting"</p>	<p><b>Best Video Documentary/Public Affairs</b> Media Communication Taylor University "When the Game Changes: Playbook for Perseverance"</p>	<p><b>Best Audio Sports Reporting</b> WQLU-FM Liberty University "Egon Samaai Profile"</p>	<p>KTXT-FM Texas Tech University "Video Game Addicts Anonymous - Episode 1"</p>
<p>Viking Fusion Berry College "Welcome to Valhalla"</p>	<p>Media Communication Taylor University "The Blue Flash: A Midwest Coaster Story"</p>	<p>WZND Fuzed Radio Illinois State University "ISU Pep Band"</p>	<p>KTXT-FM Texas Tech University "Video Game Addicts Anonymous - Episode 1"</p>
<p>KTTSW-FM 89.9 Texas State University "Girril Party Promo"</p>	<p>RTF Documentary Production Rowan University "Heart of a Hero"</p>	<p>WGCS - 91.1 The Globe Goshen College "Dalton's Maple Leaf Update"</p>	<p>KTXT-FM Texas Tech University "Video Game Addicts Anonymous - Episode 1"</p>
<p>KTTSW-FM 89.9 Texas State University "KTTSW Quad Promo"</p>	<p>ROAR Studios Loyola Marymount University "Welcome to Inglewood"</p>	<p>WSUM 91.7 FM University of Wisconsin-Madison "WSUM Sports Update, November 2, 2015"</p>	<p>KTXT-FM Texas Tech University "Video Game Addicts Anonymous - Episode 1"</p>

# Thank you to our Convention Sponsors!



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**The College Radio Foundation (CRF)** is a registered 501(c)(3) charity that works to promote and support non-commercial college radio stations and the students involved with them. The CRF has two primary programs: the annual College Radio Day event and the newly launched College Radio Fund (raising funds for station grants and student scholarships) | [collegeradio.org](http://collegeradio.org)



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# Thursday Sessions Quick View

Oct. 20	9:00 a.m.	10:00 a.m.	11:00 a.m.	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.
<b>Homer</b>	Social Media for Student Media	Where's the Line? College Broadcasters and Indecency	Student Media Assessment Made Easy-ish	Legal Issues in Program Sponsorship and Underwriting	SportsTalk Radio	On-air Fundraising from \$0 to \$60,000	Starting or Restarting your Underwriting Program
<b>Hopper</b>	The Art of the Interview for Broadcast and Print	College Media Program Review: What it is and Why you Should be a Part of it	Radio in an Audio World	Video for your Radio Station: A Necessity Today	Zines 101	Fight to be Heard: Strategies for Finding and Building an Audience for your Radio Station	The Power of Digital Audio
<b>Warhol 8th Floor</b>	What Do you Mean I'm Producing/Anchoring Tonight's Newscast?	Local Music Community Connections for College Radio	Roundtable: Call to Action for Radio ... in your Community	Adviser Roundtable: Is your Radio Station Pre-Professional? Should It Be?	Policies on Inflammatory Language Roundtable	Web-Only Station Roundtable	Social Media Guidelines: The Right Way to Extend your Reach for Radio and TV/Video
<b>Whistler A/B</b>	Sound Art, Radio Art and the Listener Experience	Extending the Brand: Not Just About the Radio Signal Anymore	Getting Along with your Licensee—Radio	A Guide to Building and Using your Station's Website	It's Not 1975 ... or 1995: Reinventing Campus Radio from "Club" Culture to Real Station	Painting Stories with Sound	Landing an Olympic Internship
<b>Wyeth A</b>	Preserving College Radio History: Advice from the Radio Preservation Task Force	Everyone Has a Story: The Art of Storytelling for Television	50 Promotions Ideas in 50 Minutes	Producing a Multimedia Morning Radio Show	Radio Live Broadcasting, Streaming and Recording	On-Air, Interviewing Bands, Show Prep and Effective Social Media Tips	Guerilla Video Editing for TV News, Profit and Because the Boss Told you to
<b>Wyeth B</b>	Topics in Radio Programming	Radio Production Roundtable	Covering News in a Small Town for Video	Ins and Outs of On-Field Sports Reporting	From Pitch to Production: A Guide to Funding Upgrades for Radio and Video	Mid-term Examination: Prepare for FCC License Renewal Now!	Radio Programming in the Digital Age
<b>By Appt. Only</b>		Video/TV Clinic: by Appointment Only	Video/TV Clinic: by Appointment Only			Radio/Audio Clinic: by Appointment Only	Radio/Audio Clinic: by Appointment Only

## Thursday Evening NSEMC Events: CBI Membership Meeting 5:15 p.m. Whistler Gallery A/B

All CBI members (students and faculty/staff) are encouraged to attend its annual membership meeting. CBI Board of Directors members will provide updates on the state of the organization and give you an opportunity to let them know what you want from CBI. The meeting will end in time for you to attend the All Delegate Social and Swag Swap at 6:30 p.m.

## All Delegate Social and Swag Swap 6:30 p.m. Wyeth Ballroom Foyer

Join us on the opening night of the convention for a social event where you can talk with those you met during the opening day and network. Age-appropriate beverages will be provided on a first-come, first-served basis. In addition to the networking opportunities, you will be able to learn about what swag media outlets are using, the vendors they work with and pick up samples. Be sure to bring your own swag to swap!

# Wednesday & Thursday Sessions

**MusicMaster Genius Day**  
**Wednesday 10:00 a.m.-4:00 p.m. Whistler A/B**  
**Registration fee: \$25, pre-registration is required**  
 MusicMaster Learning and Development Director Drew Bennett will launch the annual CBI National Student Electronic Media Convention in Philadelphia with a remarkable educational opportunity. Bennett will pass along music scheduling tips for users of all skill levels. The workshop will include Q&A, roundtable discussion and special presentations by several industry leading guest speakers, including Vince Benedetto, President/CEO Bold Gold Media. Students with no experience in programming are very welcome! We will cover the basics as you gain familiarity with MusicMaster, positioning you even further as a competitive leader in today's broadcast industry. Program instructors are also encouraged to attend.

**LPFM Workshop**  
**Wednesday 8:30 a.m.-5:30 p.m. Wyeth B**  
**Registration fee: \$25, pre-registration is required**  
 Michelle Bradley of REC Networks and Paul Bame from Prometheus will lead this all-day workshop on all things LPFM. They'll cover everything you need to know about starting and operating an LPFM station, including dealing with the FCC, staffing and programming, how to legally fund your station, the legalities of webcasting and many other technical and legal issues. Time will be built in for you to get your questions answered and network with other LPFM operators.

**Registration and Exhibitors**  
**Wednesday 4:30-6:00 p.m. Wyeth Gallery C**  
 Come pick up your convention program, name badges, get questions answered about the convention and learn about exhibitor bingo for your chance to win a prize to take home.

**NSEMC Student Social**  
**Wednesday 6:00-7:00 p.m. Whistler A/B**  
 Kick off the CBI Convention by getting to know your peers! Come to the CBI's first student social and meet other students from across the country. Learn about other stations and share your own stories. This hour will be filled with fun activities to get you ready for the convention. Snacks and soft drinks will be provided! Admission is free.

**NSEMC Student Cybercast**  
**Wednesday 6:00-8:00 p.m. Wyeth Gallery C**  
 Multiple student stations take over the CBI Cybercast, sharing their unique styles and insights. Cybercast features music, talk and convention updates from radio and television organizations in attendance. Listen Live | <http://radio.securenetsystems.net/v5/WBGSEMO>  
**Stephen Merrill, Curator, Bowling Green State University**

**Thursday Sessions**  
**Registration and Exhibitors**  
**8:30 a.m.-4:00 p.m. Wyeth Gallery C**  
 Come pick up your convention program, name badges, get questions answered about the convention and play exhibitor bingo for your chance to win a prize to take home.

**NSEMC Student Cybercast**  
**9:00 a.m.-5:00 p.m. Wyeth Gallery C**  
 Multiple student stations take over the CBI Cybercast, sharing their unique styles and insights. Cybercast features music, talk and convention updates from radio and television organizations in attendance. Listen live|<http://radio.securenetsystems.net/v5/WBGSEMO>  
**Stephen Merrill, Curator, Bowling Green State University**

**9:00 a.m. Homer**  
**Primary Topics: Promotions, Web/Social Media**  
**Social Media for Student Media**  
 Nearly all college students spend time on social media, so you would think it would be easy for student-run media outlets to be social media pros. This session will cover some of the basics of social media for student media, including how to find your "voice" and engage your audience. Learn how to tailor content to a specific platform, and develop a social media policy and strategy to get the most likes and followers to promote your media outlet to new and existing fans.  
**Jamie Lynn Gilbert, Associate Director of Student Media/Station Adviser, North Carolina State University, WKNC-FM**  
**Emily Ehling, General Manager, North Carolina State University, WKNC-FM**  
**Steven Hames, Adviser, Berry College, Viking Fusion**  
**Dan Kimbrough, Assistant Professor/Adviser, Misericordia University, Cougar Radio and MCN87**

**9:00 a.m. Hopper**  
**Primary Topics: News, Sports**  
**The Art of the Interview for Broadcast and Print**  
 This panel explores what should and should not be done in interviews for music, sports and news. Discover what could make or break your interviews both in broadcasting and print.  
**Mike Colantuoni, Music Director, Seton Hall University, WSOU-FM**  
**Katelyn Fatzler, News Director, Seton Hall University, WSOU-FM**  
**Kevin Huebler, Sports Director, Seton Hall University, WSOU-FM**

**9:00 a.m. Warhol, 8th Floor**  
**Primary Topics: News, Producing/Writing**  
**What Do you Mean I'm Producing/Anchoring Tonight's Newscast?**  
 This session covers topics for students who want to produce/anchor/need to develop job flexibility in a newsroom, are told they're producing/anchoring or have that sinking feeling when everyone is looking at each other hoping anybody else will enthusiastically jump up with arms waving to produce/anchor the TV Newscast. Some of the topics will include

task scheduling, time management, fail points and how to dodge bullets, writing issues, helicopter avoidance systems and discussing other techniques to create a successful TV Newscast. Advisers are also welcome to impart their wisdom and/or pick up something new from the discussion.

**Dave Asplund, Master Control Operator, Eastern New Mexico University, KENW PBS New Mexico**

**9:00 a.m. Whistler Gallery A/B**  
**Primary Topics: Programming, Production**  
**Sound Art, Radio Art and the Listener Experience**  
 Tired of music? Beyond experimental genres and noise, sound art explores the subjective experience of sound. As a broadcast technology dealing with sound, radio is a uniquely capable platform for artistic expression, and for works that go beyond playback and into the interactive. This session will outline the concepts of sound and time art, the psychological experience of listening, and the relationship between the radio broadcast and its reception. Existing works in sound, time, data, and radio art will be reviewed, and a discussion will follow on what you can do with the resources available to you as student broadcasters.  
**Jaime Hernandez, Recording Engineer/Sound Designer, Dollhouse Productions**

**9:00 a.m. Wyeth Gallery A**  
**Primary Topics: Success Stories, College Radio History**  
**Preserving College Radio History: Advice from the Radio Preservation Task Force**  
 The first college radio stations started in the United States in the 1920s and the first college carrier current radio stations launched 80 years ago, but most stations know little about their own history. Our panelists, the chairs of the Radio Preservation Task Force's College, Community and Educational Radio Caucus, will share some college radio history as well as practical advice for stations that want to start archiving and history projects.  
**Jennifer Waits, Co-Founder, Radio Survivor, KFJC-FM**  
**Laura Schnitker, Acting Curator of Mass Media and Culture, Special Collections and University Archives, University of Maryland, WMUC-FM**

**9:00 a.m. Wyeth Gallery B**  
**Primary Topic: Programming**  
**Topics in Radio Programming**  
 Many factors such as DJ staffs, station branding, intended audience and data collection can all affect on-air content and music scheduling. This session will showcase how college radio stations can make decisions on radio programming and help you consider what the best on-air scheduling option is for your station.  
**Aleesa Kuznetsov, Traffic Director, University of Wisconsin-Madison, WSUM-FM**

**10:00 a.m. Homer**  
**Primary Topics: Law, Programming**  
**Where's the Line? College Broadcasters and Indecency**  
 Station advisers, student managers and on-air talent constantly have to make choices about "acceptable" content, from song lyrics to video scenes. Changing FCC interpretations of prohibited "indecent" material have made that especially difficult. What do college broadcasters need to know about indecent or other offensive material? The session will discuss the still-open issues raised in the FCC proceeding; the efforts by CBI to help safeguard the interests of college broadcasters; and other issues related to potentially offensive content, your audience and your school administration.  
**Greg Newton, Faculty Adviser, Ohio University, ACRN Media**  
**Donald Martin, Attorney, Donald E. Martin, P.C.**

**10:00 a.m. Hopper**  
**Primary Topic: Advisers**  
**College Media Program Review: What it is and Why you Should be a Part of it**  
 All colleges and universities conduct periodic reviews of their academic programs and are increasingly doing the same in student affairs and co-curricular activities. Program reviews can provide a vehicle for answering calls regarding increased organizational accountability and provide documentation for contributions to student learning and development outcomes. Panelists will speak about their experience doing program reviews and provide you with information for you to use if and when a program review takes place with your student media organization.  
**Gregory Adamo, Associate Professor, Morgan State University**  
**Warren Kozireski, General Manager, College at Brockport, WBSU-FM**

**10:00 a.m. Warhol, 8th Floor**  
**Primary Topics: Programming, Promotions**  
**Local Music Community Connections for College Radio**  
 Involving your town's local music scene in station programming is vital to building and maintaining community connections for many college stations. This roundtable invites student stations to talk about how they connect with their local music scenes. Discussion topics will include sourcing local music, building/keeping connections, bringing in local bands for in-studio sessions and featuring local music in regular programming.  
**Doug Bybee, Multimedia Director, University of Kansas, KJHK-FM**  
**Rachel Bennett, Community Engagement Director, University of Kansas, KJHK-FM**

**10:00 a.m. Whistler Gallery A/B**  
**Primary Topics: Podcasting, Web/Social Media**  
**Extending the Brand: Not Just About the Radio Signal Anymore**  
 Media companies far and wide are now moving into different spaces in order to extend the branding of their station. Many terrestrial radio station now rely on apps, podcasting, social media, live events and separate digital programming streams in order to stay relevant in new spaces. This panel will discuss ideas on how to extend your radio station's brand into new territories. Learn how other stations have brought their signal into the new era of media.  
**Millie De Chirico, Adviser, SCAD Atlanta, SCAD Atlanta Radio**



# Thursday Sessions

**10:00 a.m. Wyeth Gallery A**

**Primary Topics:** Career, News

**Everyone Has a Story: The Art of Storytelling for Television**

Despite deadlines, new technology and the push to be first, news reporters and anchors today still have to tell compelling stories across many platforms. What makes a good story in today’s news business? How do you craft a story that draws viewers who want so much in so little time? On this panel, you’ll hear about what it takes (and what you need to learn now) to tell a great story in today’s fast-paced world.

**Walt Hunter, Senior Investigative Reporter, CBS Philadelphia, KYW-TV**

**10:00 a.m. Wyeth Gallery B**

**Primary Topics:** Roundtables, Tech

**Roundtable: Radio Production Roundtable**

Any and all radio hosts and/or management staff are invited to attend this roundtable where participants will share what they know regarding best practices and challenges in radio production. Topics may include voice-tracking, underwriting spots, hot keys and pre-recorded bumpers, sweepers, legal IDs and station IDs. Emphasis will be on creative spots and editing.

**Sarah Grace Hevrdejs, Website and Social Media Director, University of Wisconsin-Madison, WSUM-FM**

**10:00-10:30 a.m.**

**Primary Topics:** Roundtables, Success Stories

**Video/TV Clinic: by Appointment Only**

These sessions will last 30 minutes. Sign up online or at the registration desk to have a one-on-one (or group) meeting with an adviser from another station. The intent is to give you feedback on the questions you have about your operation. Meet at registration desk 10 minutes before your scheduled time.

**Hank McDonnell, Adviser, University of the Incarnate Word, UIW-TV and KUIW Radio Philip Beskid, Assistant Professor/Student Radio Adviser, Northwest Missouri State University, KZLX-LP**

**11:00 a.m. Homer**

**Primary Topics:** Advisers, Leadership

**Student Media Assessment Made Easy-ish**

Student Media across the country are being required to add learning outcome and program assessment to their organizations. We’ll start with a brief overview of assessment and then hear about easy-ish ways to handle assessment, including discerning leadership qualities of executive management, perceptions of accuracy, fairness and professionalism; and measuring social media activity and growth. Qualitative and quantitative methods will be presented.

**Dave Black, General Manager, University of Wisconsin-Madison, WSUM-FM**

**Jamie Lynn Gilbert, Associate Director of Student Media/Station Adviser, North Carolina State University, WKNC-FM**

**11:00 a.m. Hopper**

**Primary Topic:** Programming

**Radio in an Audio World**

Radio is not just what comes out of a transmitter, and it’s not only being done by people with AM/FM licenses. Some providers of audio, like Apple and Google, have many more resources than the average broadcaster. What are the things broadcasters can do well on any platform? What are the things that a young aspiring broadcaster could contribute? What are the opportunities as audio becomes national? How could broadcasters better organize the infinite dial, instead of letting people wander through 1,000 iHeart or 10,000 TuneIn stations? How do we maintain what’s good about radio in an audio world?

**Sean Ross, Vice President of Music and Programming, Edison Research, Ross On Radio**

**11:00 a.m. Warhol, 8th Floor**

**Primary Topic:** Roundtables

**Roundtable: Call to Action for Radio ... in your Community**

Broadcasters are like public trustees, and the obligation to serve their community is fundamental for both the station’s growth and the relationship between station and listener. Discuss strategies, successes, and challenges on how your station interacts with the community to which it is licensed. This roundtable will give the opportunity for stations to learn how other stations interact with their listeners. Interactions between station and listener can be done in several ways, through social media, sports, public events and even on-air programming. It would be interesting to hear what others do to get involved within their community.

**Nick Duran, Operations Manager, SUNY Geneseo, WGSU-FM**

**11:00 a.m. Whistler Gallery A/B**

**Primary Topics:** Advisers, University Relations

**Getting Along with your Licensee—Radio**

How does a heavy metal radio station thrive at a Catholic University? How does a one-watt station enjoy tremendous support from its state university masters? And how does WMUC get to cover so many different University of Maryland sports? The key is good relations with the organization that holds your license—your school in most instances. Come learn some ways to increase institutional support of your media outlet.

**Mark Maben, General Manager, Seton Hall University, WSOU-FM**

**Anabella Poland, General Manager, Montclair State University, WMSC-FM**

**Emily Olsen, Online Director WMUC Sports, University of Maryland, WMUC-FM**

**11:00 a.m. Wyeth Gallery A**

**Primary Topic:** Promotions

**50 Promotions Ideas in 50 Minutes**

How do you promote your radio station or TV channel? Looking for ideas that have worked for other schools? Bring ideas to the session and take home a few new ones.

**Dan Schumacher, General Manager/Faculty Adviser, Texas State University, KTSW-FM 89.9**

**Brian Lucas, Director of Radio, University of Wisconsin Whitewater, 91.7 The Edge**

**11:00 a.m. Wyeth Gallery B**

**Primary Topics:** News, Video

**Covering News in a Small Town for Video**

News in small towns can be more difficult for TV and video but also more rewarding than large cities. This session will allow students from different regions to talk about these challenges and get feedback from others on how to improve.

**Justise Brundage, News Director, Wayne State College, KWSC-TV**

**Trent Kling, Assistant Professor, Pittsburg State University, CAPS 13**

**11:00-11:30 a.m.**

**Primary Topics:** Career, Leadership

**Video/TV Clinic: by Appointment Only**

These sessions will last 30 minutes. Sign up online or at the registration desk to have a one-on-one (or group) meeting with an adviser from another station. The intent is to give you feedback on the questions you have about your operation. Meet at registration desk 10 minutes before your scheduled time.

**Hank McDonnell, Adviser, University of the Incarnate Word, UIW-TV and KUIW Radio Philip Beskid, Assistant Professor/Student Radio Adviser, Northwest Missouri State University, KZLX-LP**

*Noon-1:00 p.m., Lunch on your own.*

*See you back at 1:00 p.m. for more sessions!*

**1:00 p.m. Homer**

**Primary Topics:** Law, Fundraising

**Legal Issues in Program Sponsorship and Underwriting**

When businesses support our stations, we must broadcast announcements to identify them. But what to say? The sponsors often have colorful suggestions. The FCC has lots of rules covering this topic—but what are they? This session is designed for those who are new to underwriting or who just need a refresher. Learn the basics from a seasoned professional and a lawyer.

**Donald Martin, Attorney, Donald E. Martin, P.C.**

**June Fox, General Manager, Seattle Public Schools, C89.5 KNHC**

**1:00 p.m. Hopper**

**Primary Topics:** Video, Web/Social Media

**Video for your Radio Station: A Necessity Today**

Video is being used more often than ever by radio stations to expand their branding, but what video works and what doesn’t? How are stations being affected by what they produce. Discover what one college radio station and one Philadelphia commercial station are doing, and what you can do.

**Mariah Winne, Video Director, University of Southern Indiana, 95.7 The Spin**

**Nick Murphy, Video Producer, Greater Media Philadelphia**

**1:00 p.m. Warhol, 8th Floor**

**Primary Topics:** Advisers, Business of College Radio

**Adviser Roundtable: Is your Radio Station Pre-Professional? Should It Be?**

What characteristics make a college radio station pre-professional? What does being a pre-professional station mean? This discussion is geared towards faculty advisers as everyone weighs the pros and cons of modeling your station to closer align with radio industry best practices.

**Nikki Marra, Professional Program Director, Central Washington University, KCWU 88.1 The 'Burg**

**1:00 p.m. Whistler Gallery A/B**

**Primary Topics:** Success Stories, Web/Social Media

**A Guide to Building and Using your Station’s Website**

Whether programming from the ground up or working with platforms like WordPress, your station’s website is vital to promoting what you deliver to listeners on the air. Hear from two stations as they share valuable tips to help you maximize your website as a promotional and operational resource for your station and audience.

**Jessica Clary, Assistant Director of Student Media, SCAD Atlanta, SCAD Atlanta Radio Mitch Mullins, Website Director, University of Kentucky, WRFL**

**1:00 p.m. Wyeth Gallery A**

**Primary Topics:** Multimedia, Programming

**Producing a Multimedia Morning Radio Show**

Producing a morning radio show is more than four hours of talking about events that interest your audience. It involves podcasts ... video streaming ... talent considerations ... and daily show prep. Learn tips from an experienced morning show producer and on-air talents to create a show your audience wants to listen to and watch. Get career advice if you covet producing live radio or becoming a talent on a morning show.

**Preston Elliott, Host, Preston & Steve, WMMR-FM**

**Steve Morrison, Co-host, Preston & Steve, WMMR-FM**

**Rodger Smith, Professor, George Mason University, WGMU**

**Casey Foster, Producer, Preston & Steve, WMMR-FM**

**1:00 p.m. Wyeth B**

**Primary Topic:** Sports

**Ins and Outs of On-Field Sports Reporting**

From researching potential story ideas to delivering it between pitches/plays, this veteran MLB reporter will explain how it all happens along with how to get your foot in the door and more.

**Gregg Murphy, On-Field Reporter, Comcast**

# Thursday Sessions

**2:00 p.m. Homer**

**Primary Topic:** Sports

**SportsTalk Radio**

Passionate AND knowledgeable enough about all sports to carry a three-hour talk show every day? This professional will talk about show prep, dealing with callers, co-host interactions, interview techniques and more in this heavy Q&A session.

**Marc Farzetta, On-Air, 94WIP Radio**

**2:00 p.m. Hopper**

**Primary Topics:** Multimedia, Promotions

**Zines 101**

Zines are self-published, small circulation magazines and are becoming increasingly popular in the college radio community. They can serve as both an extension of your broadcast product and a showcase for your staff’s creative side. Learn the purpose of a zine, how to create one in various formats, and ways you can use a zine to promote your radio station to both your audience and potentially DJs.

**Kaanchee Gandhi, Zine Editor, North Carolina State University, WKNC-FM**

**Nathan Hewitt, General Manager, University of Kentucky, WRFL-FM**

**2:00 p.m. Warhol, 8th Floor**

**Primary Topic:** Roundtables

**Policies on Inflammatory Language Roundtable**

Student radio stations have to constantly make decisions on what kinds of content are acceptable. While the FCC has policies concerning, obscenity and profanity, there are a host of other issues—racial and ethnic slurs, drug and alcohol references, just plain offensiveness—that can get you in hot water with your audience and your institution. At this roundtable, please come prepared to share how your station handles these issues and learn from other stations’ experiences.

**Greg Weston, General Manager, University of Pittsburgh, WPTS-FM**

**Evan Boyd, Station Manager, University of Wisconsin-Madison, WSUM-FM**

**Dave Black, General Manager, University of Wisconsin-Madison, WSUM-FM**

**2:00 p.m. Whistler Gallery A/B**

**Primary Topics:** Advisers, Success Stories

**It’s Not 1975 ... or 1995: Reinventing Campus Radio from “Club” Culture to Real Station**

At a time when campus radio stations often must prove their value, how sustainable are some college radio models in 2016? This session will review of how three stations “rebooted”—evolving from informal “clubs” to stations with stronger pre-professional missions to better serve their audiences and larger communities—and, thereby, increasing their relevance and value to their respective institutions and students (and, ultimately, enhancing prospects for long-term viability). The transformations involved on-air (format, imaging, programming and technical upgrades), off-air (station culture, marketing/promotions) and curriculum-related enhancements. Should you consider similar strategies for your station?

**Michael Saffran, Faculty Director, SUNY Geneseo, WGSU-FM**

**Michael Regensburger, Station Manager/Adviser, Kutztown University, KUR**

**Molly Meller, Student Station Manager, Seton Hall University, WSOU-FM**

**2:00 p.m. Wyeth Gallery A**

**Primary Topics:** Programming, Tech

**Radio Live Broadcasting, Streaming and Recording**

This presentation will discuss best practices and challenges of booking and executing in-studio live band performances broadcast or streamed live and/or recorded for later. The presentation will be brief, with time allotted for others to share their experience and/or aspirations for their station on this topic. The presentation will not focus on remote music broadcast/streaming/recording, but attendees should feel free to bring that into the discussion after the presentation.

**Izzy Fradin, Traffic Director, University of Wisconsin-Madison, WSUM-FM**

**2:00 p.m. Wyeth Gallery B**

**Primary Topics:** Funding, Success Stories

**From Pitch to Production: A Guide to Funding Upgrades for Radio and Video**

Does it feel like you’re going back in time when you look around your student television or radio station? Have you struggled to make a compelling case for your university to invest in upgrades or new equipment? This session is designed to help you make a stronger pitch for funding. You’ll hear from student leaders and advisers who have found innovative ways to convince key stakeholders to fund major projects.

**Justin Dobrow, General Manager, SUNY Oswego, WTOP-TV**

**Michael Riecke, Assistant Professor, SUNY Oswego, WTOP-TV**

**Philip Beskid, Assistant Professor/Student Radio Adviser, Northwest Missouri State University, KZLX-LP**

**3:00 p.m. Homer**

**Primary Topics:** Funding, Success Stories

**On-air Fundraising from \$0 to \$60,000**

WRUW-FM Cleveland annually raises \$60,000 from its listeners. Learn all you need to know to conduct a successful on-air fundraiser. Topics will include planning, scheduling, staff resources, training, on-air appeals, promotional items, payment processing, working with your College or University’s fundraising department and fulfillment. Downloadable and web-based materials for planning and running a fundraiser will be available to take away.

**Ron Cass, Development Director, Case Western Reserve University, WRUW-FM**

**3:00 p.m. Hopper**

**Primary Topics:** Programming, Promotions

**Fight to be Heard: Strategies for Finding and Building an Audience for your Radio Station**

Many stations struggle to be heard on their campus, let alone in their surrounding community. This can lead to a spiral of apathy with those involved with the station and the feeling that not many people are really listening. In this session we discuss bold and innovative strategies and

ideas to break through the indifference on and off campus to demand an audience and forge a passionate community that supports the station and its mission. Even without any budget, a college radio station can still do many things to connect. This session will also encourage participation from those who attend.

**Rob Quicke, Associate Professor of Communication, William Paterson University, WPSC 88.7 FM**

**Tim Craig, Chair of Behavioral Sciences, Warner University**

**3:00 p.m. Warhol, 8th Floor**

**Primary Topic:** Roundtables

**Web-Only Station Roundtable**

Discuss the pros and cons of an internet-only streaming broadcast with other web stations. Find out what works, what doesn’t and what’s next.

**Jessica Clary, Assistant Director of Student Media, SCAD Atlanta, SCAD Atlanta Radio**

**3:00 p.m. Whistler Gallery A/B**

**Primary Topics:** News, Podcasting

**Painting Stories with Sound**

Nick Dunkerley will share two decades of experience in recording and producing audio stories. If you are producing Radio Drama, a News story or a podcast—the principles are the same; you are painting images with sound. How do you record the best sounding interview? How do you capture audio images in the field? How do you begin using your digital audio editor as a palette? Painting layer upon layer of audio color will make your story come to life.

**Nick Dunkerley, Creative Director, Hindenburg Systems**

**3:00 p.m. Wyeth Gallery A**

**Primary Topic:** Programming

**On-Air, Interviewing Bands, Show Prep and Effective Social Media Tips**

Want to become a better DJ and social media communicator? Be better at interviewing bands? This session with a veteran Philadelphia DJ will focus on how to effectively show prep, deliver on-air and communicate with your listeners via most social media platforms.

**Bennett, On-Air Talent, CBS Radio, 96.5 AMP Radio**

**3:00 p.m. Wyeth Gallery B**

**Primary Topic:** Law

**Mid-term Examination: Prepare for FCC License Renewal Now!**

New rules for radio stations mean stations must move their public files to the FCC’s webpage, where the FCC staff can review everything back to the beginning of the current license term. Changed ownership reporting requires all board members and officers provide personal information to the FCC. The FCC is fining stations for omissions and might come after your board members for failing to provide personal information for your ownership reports. Learn about implementation of these new rules and other hot breaking topics such as how a change in administration could affect broadcast stations.

**Melodie Virtue, Owner, Garvey Schubert Barer**

**David Oxenford, Partner, Wilkinson Barker Knauer, LLP**

**Donald Martin, Attorney, Donald E. Martin, P.C.**

**3:00-5:00 p.m.**

**Primary Topic:** Success Stories

**Radio/Audio Clinic: by Appointment Only**

These sessions will each last 30 minutes. Sign up online or at the registration desk to have a one-on-one (or group) meeting with an adviser from another station. The intent is to give you feedback on the questions you have about your operation. Meet at registration desk 10 minutes before your scheduled time.

**Hank McDonnell, Adviser, University of the Incarnate Word, UIW-TV and KUIW Radio Philip Beskid, Assistant Professor/Student Radio Adviser, Northwest Missouri State University, KZLX-LP**

**4:00 p.m. Homer**

**Primary Topic:** Funding

**Starting or Restarting your Underwriting Program**

Corporate support (underwriting) can be a lucrative way for stations to gain needed revenue for daily operations or to expand your service, but it’s not something you want to jump into without a clear plan. In this session, June will walk you through the process of starting (or restarting) your underwriting program. This step-by-step presentation will give you the road map you need to head down a path to success.

**June Fox, General Manager, Seattle Public Schools, C89.5 KNHC**

**4:00 p.m. Hopper**

**Primary Topics:** Tech, Digital Audio

**The Power of Digital Audio**

The popularity of streaming audio has skyrocketed over the last few years, and for good reason. It’s one of the only media that is always on, targetable, passive and present across a range of devices, from native to mobile. This panel will discuss the boom of the steaming audio industry, sharing data from the 2016 Infinite Dial Study, and how this fast-growing medium can help both broadcasters and podcasters increase their reach, scale and revenue.

**Stephanie Donovan, Senior Vice President Publisher Development, Triton Digital**

**4:00 p.m. Warhol, 8th Floor**

**Primary Topics:** Roundtables, Web/Social Media

**Social Media Guidelines: The Right Way to Extend your Reach for Radio and TV/Video**

We all know that social media is vital today to the success of a radio or TV station. But what are the right guidelines for the use of social media use? Attend this meeting to hear about and discuss what different media outlets are doing on social media, what is working and *what* guidelines are being used.

**John Morris, General Manager/Instructor, University of Southern Indiana, 95.7 The Spin**



# Thursday Sessions

**4:00 p.m. Whistler Gallery A/B**  
**Primary Topics: Sports, Success Stories**  
**Landing an Olympic Internship**  
 Ithaca College students interned with NBC Sports for Summer and Winter games. Hear students just back from the Summer games describe the process for applying, interviewing and finally, working in the big leagues.  
**Riley Ludwig, Student Station Manager, Ithaca College, WICB**  
**Alison Chilton, Former Talent Coordinator, Ithaca College, WICB**

**4:00 p.m. Wyeth Gallery A**  
**Primary Topics: News, Video**  
**Guerilla Video Editing for TV News, Profit and Because the Boss Told you to**  
 In this session we will go over techniques of fast, consistent editing. You may have very little time to edit the video, not nearly enough footage or too much material to choose for the final edit and too many video editing tasks on a deadline that seem impossible. It also doesn't hurt to look cool and calm as you get the job done. Attendees with editing program(s) on their personal electronic equipment and a USB port can work on an actual example of a voiceover bumper for a newscast under a very short deadline.  
**Dave Asplund, Master Control Operator, Eastern New Mexico University, KENW PBS New Mexico**

**4:00 p.m. Wyeth Gallery B**  
**Primary Topic: Programming**  
**Radio Programming in the Digital Age**  
 How does traditional radio programming change when the world is listening? This panel will

discuss how to balance terrestrial local programming to programming for the app age. Topics discussed: how to train your DJs to "think globally," how to diversify your programming for a potential worldwide audience while still keeping an eye on your community and how to distinguish your programming in a digital marketplace with many players.  
**Millie De Chirico, Adviser, SCAD Atlanta, SCAD Atlanta Radio**  
**Kate Pantone, General Manager, SCAD Atlanta, SCAD Atlanta Radio**

**5:15 p.m. Whistler Gallery A/B**  
**Primary Topic: CBI Membership Meeting**  
**CBI Membership Meeting**  
 All CBI members (students and faculty/staff) are encouraged to attend its annual membership meeting. CBI board members will provide updates on the state of the organization and give you an opportunity to let them know what you want from CBI.  
**Greg Weston, President, CBI, and General Manager, University of Pittsburgh, WPTS-FM**

**6:30 p.m. Wyeth Ballroom Foyer**  
**Primary Topic: NSEMC**  
**All Delegate Social and Swag Swap**  
 Join us on the opening night of the convention for a social event where you can talk with those you met during the opening day and network. Age-appropriate beverages will be provided on a first-come, first-served basis. In addition to the networking opportunities, you will be able to learn about what swag media outlets are using, the vendors they work with and pick up samples. Be sure to bring your own swag to swap!  
**Jamie Lynn Gilbert, Associate Director of Student Media/Station Adviser, North Carolina State University, WKNC-FM**

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 **WSOU 89.5 FM** is the student-run radio station of Seton Hall University. In addition to its award-winning heavy metal/loud rock format, WSOU also broadcasts Seton Hall athletics, religious and public affairs programming. Broadcasting since 1948, WSOU is part of Seton Hall's College of Communications and the Arts, offering undergraduate and graduate programs. For more information, [wsou.net](http://wsou.net) and [shu.edu/communication-arts](http://shu.edu/communication-arts)

 **Zipwhip** allows listeners and on-air staff to engage in two-way SMS/MMS text conversations on existing studio call-in numbers. Zipwhip makes audience engagement easier than ever before for listeners to text song requests, enter contests, and share thoughts about news topics | [zipwhip.com](http://zipwhip.com)

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# Friday Sessions Quick View

Oct. 21	9:00 a.m.	10:00 a.m.	11:00 a.m.	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.
<b>Homer</b>	How to Build and Retain Staff at a College Radio Station	Engaging Alumni Relationships with your Media Outlet	Leadership: Earning Respect and Handling Personnel at a College Radio Station	The "Guts" of Radio Programming	Broadcasting for the Millennials and Generation Z: This is YOUR time	How a Format Change can Save your Station	How to Sharpen your Radio News Reporting Skills
<b>Hopper</b>	HD Radio	Be the One Person Band: Getting the Story when a Reporting Team is Me, Myself and I	Pushing Out Radio on Social Media	Cause Marketing: Social Impact and Community Engagement	Play-By-Play Basics	Pitt Tonight: How Creating a Late Night TV Show Teaches Collaboration, Networking & Creativity	FCC Compliance: The Technical Side
<b>Warhol 8th Floor</b>	Training Students to Operate and Run Electronic Media Organizations	Roundtable: High School Media	Radio Engineer's Roundtable	Television Adviser Roundtable	Radio Station Manager Roundtable	Website Development for Student Media	Radio Program Directors Roundtable
<b>Whistler A/B</b>	So you Want to Host a Film Festival	Professional Success in your First Jobs	On Becoming an Award Winning Major Market Radio Personality	How to Engage and Maintain your DJ Staff	Preparing for an FCC Inspection	Ask the FCC Experts	I'm in Charge, Now What?!
<b>Wyeth A</b>	Calling All Music Directors! Getting the Music you Need: A Roundtable	Staying Safe in the Cyberjungle: Legal Issues in Using Digital Media	Covering a Mass Shooting in your Hometown as a Multimedia Journalist	What Are Those Buttons on My Camera?	Covering Breaking News for Radio in 2016	High School and College Radio History Show and Tell	Basics and Beyond: Video Production Workflows
<b>Wyeth B</b>	The Making of your Brand in Today's Radio for the Next Generation of Radio Elite	Radio Studios of the 21st Century	Legally Play Music and Pay Artists/ Composers on your Radio Station: Webcasting and More	Translator Auction Windows, LPFM and Translators, EAS/ETRS Changes and other Broadcast Topics	Managing Engineering for Non-engineers	Importance of Localism in Radio	College Media: A Place for Learning
<b>By Appt. Only</b>	News Demo Review	News Demo Review & Radio/Audio Clinic	Radio/Audio Clinic	Video/TV Clinic	Video/TV Clinic		

Play Exhibitor Bingo today!  
Exhibit Floor Closes at 4:00 p.m.

Meet our exhibitors in Whistler A/B with your bingo card to earn a chance to win prizes. Fifteen spots must be completed to be eligible. Drop off your completed bingo card at the registration table. Prize drawings take place at 3:55 p.m.

Complete the Post-Convention Survey at [AskCBI.org](http://www.askcbi.org/philadelphia/post-convention-survey)  
<http://www.askcbi.org/philadelphia/post-convention-survey>

Friday Evening NSEMC Event:  
Advisers and Professionals Reception  
9:00 p.m. Presidential Suite, Sonesta Hotel Room 2421

Advisers and professionals who are participating in the convention are invited to mingle with others in the Presidential Suite. This is a time to relax, network and share with other like-minded people with an interest in student media. All convention adviser and professional attendees are welcome to attend!



October 20-22, 2016 cbi

# Friday Sessions

Registration and Exhibitors  
9:00 a.m.-4:00 p.m. Wyeth Gallery C  
Come pick up your convention program, name badges, get questions answered about the convention and play exhibitor bingo for your chance to win a prize to take home.

NSEMC Student Cybercast  
9:00 a.m.-3:00 p.m. Wyeth Gallery C  
Multiple student stations take over the CBI Cybercast, sharing their unique styles and insights. Cybercast features music, talk and convention updates from radio and television organizations in attendance. Listen Live | <http://radio.securenetsystems.net/v5/WBGSDEMO>  
Stephen Merrill, Curator, Bowling Green State University

Homer, 9:00 a.m.  
Primary Topics: Advisers, Leadership  
How to Build and Retain Staff at a College Radio Station  
Having trouble finding and keeping staff to stay engaged at your college radio station? This presentation will deal with how to build and maintain interest with student staff.  
Leo Kirschner, Assistant Station Manager, Rowan University, Rowan Radio 89.7 WGLS-FM  
Matthew Zawodniak, Co-Operations Manager, Rowan University, Rowan Radio 89.7 WGLS-FM

9:00 a.m. Hopper  
Primary Topics: Tech, HD Radio  
HD Radio  
You've probably heard of it by now, but what exactly is it? This session will give you the ins and outs of the digital side of broadcast radio. From how it works, to what you need for equipment, and what special features (such as multicast HD2 and HD3 channels) are available.  
Woody Kinney, Contract Engineer, Kinney Broadcasting, WRCU-FM, WPNR-FM, WITC-FM, WNSB-FM, WHCL-FM

9:00 a.m. Warhol, 8th Floor  
Primary Topics: Advisers, Roundtables  
Training Students to Operate and Run Electronic Media Organizations  
Share your most effective training methods for student electronic media and learn from others. What works? What doesn't work? What used to work, but doesn't anymore? Bring training manuals, syllabi and any other materials to show and share.  
Janice Windborne, Faculty Adviser, Otterbein University, WOBN  
Lisa Marshall, Station Manager, Muskingum University, WMCO  
Steven Hames, Adviser, Berry College, Viking Fusion

9:00 a.m. Whistler Gallery A/B  
Primary Topics: Multimedia, Video  
So you Want to Host a Film Festival  
Although we are a small school, we are in our 8th year of hosting an annual film festival. This session will cover everything you need to know to get a film festival started at your college or university including an outline for our Student Short Film Competition. This is a fun event which gives us headlines and stories in local press and helps our department to be a viable force on our college campus.  
Paul Crutcher, Broadcast and Emerging Media Specialist, Lander University, XLR Lander Radio  
Jarron Gravley, Student Broadcaster, Lander University, XLR Lander Radio  
Destiny Clyde, Student Broadcaster, Lander University, XLR Lander Radio

9:00 a.m. Wyeth A  
Primary Topics: Multimedia, Programming  
Calling All Music Directors! Getting the Music you Need: A Roundtable  
Finding good music for your station can be challenging. Learn how to go through and listen to all the music sent to you, reaching out to other labels to LEGALLY get music you want to play, and communicating with bands/promoters the most efficient way possible.  
Janelle Abad, Music Director, Texas State University, KTSW  
Grace Seward, Music Director, University of Southern Indiana, 95.7 The Spin

9:00 a.m. Wyeth Gallery B  
Primary Topics: Career, Promotions  
The Making of your Brand in Today's Radio for the Next Generation of Radio Elite  
Radio is a different medium than when your parents listened to it. To stand out you need to get your brand out there—but how? Pavlina will explain standing out from the competition. She'll show you how being different from the pack can give you the road map to a successful career.  
Pavlina Osta, Radio Personality, The Pavlina Show

9:00 a.m.  
Primary Topics: Career, News  
News Demo Review  
Have your news demo and resume reviewed by 1010 WINS New York anchor and reporter Glenn Schuck. Glenn will meet individually by appointment to help you get a great head start in your job search. Bring your laptop or another device to playback your demo. Reserve your time on-line at the convention website or at the registration desk. Meet at registration desk 10 minutes before your scheduled time.  
Glenn Schuck, Anchor/Reporter, CBS Radio, 1010 WINS

10:00 a.m. Homer  
Primary Topics: Events, Promotions  
Engaging Alumni Relationships with your Media Outlet  
Learn how to leverage your alumni media memories into everything from internships and guest speakers to donations. This session will cover prizes and pitfalls of reaching out to your

alumni, from staging big events, celebrating anniversaries, to simply learning to contact them. Panelists will discuss how to work within the restrictions university alumni offices place on your contacts and also how to work around those safely. Alumni can bring new energy to your staff; connect them with a valuable history of your media outlet and potentially even bring in direct funding for your operation.  
Lisa Marshall, Station Manager, Muskingum University, WMCO  
Jen Kajzer, Underwriting Sales Manager, Seton Hall University, WSOU-FM  
Greg Newton, Faculty Adviser, Ohio University, ACRN Media  
John Devecka, Operations Manager, Loyola University Maryland, WLOY Loyola Radio

10:00 a.m. Hopper  
Primary Topics: News, Video  
Be the One Person Band: Getting the Story when a Reporting Team is Me, Myself and I  
This session is the primer for the techniques and tactics that a reporter will need to be the writer, photographer, sound engineer, researcher, copy editor, video editor or whatever the assignment editor needs in the field for electronic news-gathering. We will talk about terminology, the parts of a report, how to quickly get the job done like a rock star by deadline, what a shooter needs to know/learn to be a reporter, what a reporter needs to know/learn to be a shooter and tactics to get past Murphy's Law as it interacts with your daily work routine.  
Dave Asplund, Master Control Operator, Eastern New Mexico University, KENW PBS New Mexico

10:00 a.m. Warhol, 8th Floor  
Primary Topic: Roundtables  
Roundtable: High School Media  
This roundtable is for high school media students and advisers to share and discuss their unique perspectives and ideas about their student-run radio and television stations.  
Bob Long, General Manager, Streetsboro High School, WSTB-FM

10:00 a.m. Whistler Gallery A/B  
Primary Topic: Career  
Professional Success in your First Jobs  
Getting your first job can be exciting but intimidating. New city, new home, new boss, new expectations. June has gathered "war stories" from people who are in the first five years of their professional careers. More than one said, "this is the kind of stuff you don't learn in school, but makes all the difference in how well you make it in that first job or two. Please tell them!"  
June Fox, General Manager, Seattle Public Schools, C89.5 KNHC

10:00 a.m. Wyeth Gallery A  
Primary Topics: Law, Web/Social Media  
Staying Safe in the Cyberjungle: Legal Issues in Using Digital Media  
As college media becomes more and more digital, there are many legal issues that are unique to the online world. This session will look at some of these problem areas including some of the common copyright, trademarks, and Federal Trade Commission (FTC) issues that can arise for the digital user who is not staying safe in the cyberjungle—and some of the common sense things that can be done to stay out of trouble.  
David Oxenford, Partner, Wilkinson Barker Knauer LLP  
Brian Kane, Web Editor, Seton Hall University, WSOU-FM

10:00 a.m. Wyeth Gallery B  
Primary Topic: Tech  
Radio Studios of the 21st Century  
Tons of changes have happened in studio technology over the last few years. Radio is moving to digital and that means new tech. Whether we're talking audio over IP, routing, AES audio, or IP codecs, the list is almost endless. Learn all about the new gear for the "Studio of the Future."  
Woody Kinney, Contract Engineer, Kinney Broadcasting, WRCU-FM, WPNR-FM, WITC-FM, WNSB-FM, WHCL-FM

10:00 a.m.  
Primary Topics: Career, News  
News Demo Review  
Have your news demo and resume reviewed by 1010 WINS New York anchor and reporter Glenn Schuck. Glenn will meet individually by appointment to help you get a great head start in your job search. Bring your laptop or another device to playback your demo. Reserve your time on-line at the convention website or at the registration desk. Meet at registration desk 10 minutes before your scheduled time.  
Glenn Schuck, Anchor/Reporter, CBS Radio, 1010 WINS

10:00-10:30 a.m.  
Primary Topic: Success Stories  
Radio/Audio Clinic: by Appointment Only  
These sessions will last 30 minutes. Sign up online or at the registration desk to have a one-on-one (or group) meeting with an adviser from another station. The intent is to give you feedback on the questions you have about your operation. Meet at registration desk 10 minutes before your scheduled time.  
Hank McDonnell, Adviser, University of the Incarnate Word, UIW-TV and KUIW Radio  
Philip Beskid, Assistant Professor/Student Radio Adviser, Northwest Missouri State University, KZLX-LP

11:00 a.m. Homer  
Primary Topic: Leadership  
Leadership: Earning Respect and Handling Personnel at a College Radio Station  
This session will help new leaders understand how to earn the respect of their workers, be an effective leader and work with station personnel to push all workers to their full potential.  
Tyler Cooper, Station Manager, University of Southern Indiana, 95.7 The Spin  
Molly Meller, Student Station Manager, Seton Hall University, WSOU-FM



# Friday Sessions

11:00 a.m. Hopper

**Primary Topics:** Programming, Promotions

**Pushing Out Radio on Social Media**

With all the various social media platforms out there, which ones are most effective at extending radio's reach without distracting the on-air hosts? This session will cover Facebook, Twitter, TweetDeck, Periscope, Radio Free America and Spintron. The session will focus on the lesser-known tools of these platforms for pushing out college radio content.

**Rob Quicke, Associate Professor of Communication, William Paterson University, WPSC 88.7**

**Vince Gervasi, Social Media Director, East Stroudsburg University, WESS Radio**

**Patrick McGee, Internet Director, East Stroudsburg University, WESS Radio**

11:00 a.m. Warhol, 8th Floor

**Primary Topics:** Roundtables, Tech

**Radio Engineer's Roundtable**

Ever wanted to have a radio engineer to answer all your technical questions? This is your chance. Whether it's about studio equipment, transmitters, towers, FCC Compliance, streaming, HD Radio, or anything technology related, bring it to the discussion.

**Woody Kinney, Contract Engineer, Kinney Broadcasting, WRCU-FM, WPNR-FM, WITC-FM, WNSB-FM, WHCL-FM**

**Doug Flowers, IT Manager, North Carolina State University, WKNC-FM**

11:00 a.m. Whistler Gallery A/B

**Primary Topic:** Music/DJ Talent

**On Becoming an Award Winning Major Market Radio Personality**

Andie Summers is doing mornings on XTU. How did she get there? How did she land her first radio job? What does the job entail? What is the typical work day? Learn what it takes to get started, what you will encounter and how to become an award-winning market personality.

**Andie Summers, On-Air Talent, CBS Radio, XTU Radio**

11:00 a.m. Wyeth Gallery A

**Primary Topics:** Multimedia, Video

**Covering a Mass Shooting in your Hometown as a Multimedia Journalist**

Sunday morning, June 12, journalists in Orlando scrambled to report on the Pulse nightclub shooting where 49 victims lost their lives. This session will detail the experience of multi-media journalist Paula Machado covering the biggest massacre in modern U.S. history, by herself. She'll tell you her experience and how she was able to stay calm and focused going live every hour and turning stories throughout the week. What stories should you be telling? Who should you be talking to? How can you cover this alone? All questions answered in one workshop.

**Paula Machado, Anchor/Reporter, Charter Communications, Central Florida News 13/InfoMas**

**Addiel Gomez, Director of Student Media, Florida Atlantic University, OWL TV/Radio**

11:00 a.m. Wyeth Gallery B

**Primary Topics:** Law, Web/Social Media

**Legally Play Music and Pay Artists/Composers on your Radio Station: Webcasting and More**

If your radio (and/or web) station plays music it needs to pay royalties for the copyrights involved. There have been developments in this area since last year and there is some misinformation out there. If you have any confusion about what you need to pay and do to be legal and make sure the creators are paid, this session is for you. We will cover the facts and the current legal situation. The presenters will restrain from being advocates for any initiatives by the various parties lobbying on the Hill.

**Will Robedee, CBI Executive Director and General Manager, Rice University, KTRU**

**David Oxenford, Partner, Wilkinson Barker Knauer, LLP**

**Travis Ploeger, Director, License Management, SoundExchange**

11:00-11:30 a.m.

**Primary Topic:** Success Stories

**Radio/Audio Clinic: By Appointment Only**

These sessions will last 30 minutes. Sign up online or at the registration desk to have a one-on-one (or group) meeting with an adviser from another station. The intent is to give you feedback on the questions you have about your operation. Meet at registration desk 10 minutes before your scheduled time.

**Hank McDonnell, Adviser, University of the Incarnate Word, UIW-TV and KUIW Radio Philip Beskid, Assistant Professor/Student Radio Adviser, Northwest Missouri State University, KZLX-LP**

11:30 a.m.-12:00 p.m.

**Primary Topic:** Success Stories

**Radio/Audio Clinic: By Appointment Only**

These sessions will last 30 minutes. Sign up online or at the registration desk to have a one-on-one (or group) meeting with an adviser from another station. The intent is to give you feedback on the questions you have about your operation. Meet at registration desk 10 minutes before your scheduled time.

**Hank McDonnell, Adviser, University of the Incarnate Word, UIW-TV and KUIW Radio Philip Beskid, Assistant Professor/Student Radio Adviser, Northwest Missouri State University, KZLX-LP**

*Noon-1:00 p.m., Lunch on your own.*

*See you back at 1:00 p.m. for more sessions!*

1:00 p.m. Homer

**Primary Topic:** Programming

**The "Guts" of Radio Programming**

From break-notes, to stop-sets, to commercial scheduling, there is a lot that goes behind creating radio. In this session, those in attendance will learn the "guts" of radio programming, and how

extensive a radio log can be. They will learn about what programs and software we use, and how radio breaks, songs, etc. are put into a system to reach the overall sound wanted. Songs, and being on air are the two best parts of being a radio broadcaster/listener, but it's important to understand how it all comes together to appear on the computer screen, and ultimately to the radio.

**Michael Harris, Program Director, University of Southern Indiana, 95.7 The Spin**

1:00 p.m. Hopper

**Primary Topic:** Social Impact/Marketing

**Cause Marketing: Social Impact and Community Engagement**

Cause marketing for the radio broadcast industry continues to grow due to the millennial generation's support for companies making an impact in communities. In the for-profit radio sector, cause marketing drives sales and consumer engagement and contributes to hiring and retention of interns and employees with talent and passion for improving local communities. As the industry of public relations, sales and marketing continues to merge and shift focus to hyper-local community engagement, cause marketing becomes an approach in driving consumer interest and support. Learn how cause marketing can work in your operation.

**Amberly Russell, Community Relations Director, Texas State University, KTSW-FM 89.9**

**Kim Winnick, Marketing Director, WXPX 88.5 FM**

1:00 p.m. Warhol, 8th Floor

**Primary Topics:** Advisers, Roundtables

**Television Adviser Roundtable**

Running a campus-based television station has its challenges—whether the station is over-the-air, cable-based or closed-circuit. We'll discuss topics ranging from programming, administration support and underwriting, as television station advisers come together to talk best practices and media management.

**Trent Kling, Assistant Professor, Pittsburg State University, CAPS 13**

**W. Joe Watson, Associate Professor of Mass Media; Chair, Department of Mass Media and Visual Arts, Baker University, KNBU**

**Chris Wheatley, Manager, TV/Radio Operations, Ithaca College, WICB/VIC Radio/ICTV**

1:00 p.m. Whistler Gallery A/B

**Primary Topics:** Leadership, Programming

**How to Engage and Maintain your DJ Staff**

It's hard to manage a staff of volunteer student DJs. In this session, we'll take on challenges and ideas for recruiting, retaining and growing a volunteer student staff. Student staff will share training, evaluating and feedback processes that have helped them maintain a staff of 150+ volunteers.

**Mason Kilpatrick, Station Manager, University of Kansas, KJHK-FM**

**Rachel Bennett, Community Engagement Director, University of Kansas, KJHK-FM**

**Kate Pantone, General Manager, SCAD Atlanta, SCAD Atlanta Radio**



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# Friday Sessions

1:00 p.m. Wyeth Gallery A

**Primary Topic:** Video

**What Are Those Buttons on My Camera?**

Television technology has come a long way since the early days of film. HDR, 4K and 360VR technology is increasingly utilized in broadcast and production. This session will introduce you to the camera's features through a mix of hands-on and instruction. We will review professional and DSLR video cameras, and provide strategies towards proficiency in its utilization.

**Herbert Jay Dunmore, Adobe Education Leader, Adobe**

1:00 p.m. Wyeth Gallery B

**Primary Topics:** Law, Tech

**Translator Auction Windows, LPFM and Translators, EAS/ETRS Changes and other Broadcast Topics**

Two FM translator filing windows for AM stations just passed and a new AM translator window is slated for 2017. Should your station be evaluated for an upgrade before this window opens? How do translators affect existing facilities, and how does the FCC deal with these issues? Additionally, the FCC is making long awaited-changes to EAS. How will these changes potentially impact your station? Our legal and technical experts will explain what's new, what's on the horizon and what you need to know to be prepared to be the greatest advocate for your facility.

**Laura Mizrahi, Vice President, Communications Technologies, Inc.**

**Melodie Virtue, Owner, Garvey Schubert Barer**

1:00-1:30 p.m.

**Primary Topic:** Success Stories

**Video/TV Clinic: by Appointment Only**

These sessions will last 30 minutes. Sign up online or at the registration desk to have a one-on-one (or group) meeting with an adviser from another station. The intent is to give you feedback on the questions you have about your operation. Meet at registration desk 10 minutes before your scheduled time.

**Hank McDonnell, Adviser, University of the Incarnate Word, UIW-TV and KUIW Radio Philip Beskid, Assistant Professor/Student Radio Adviser, Northwest Missouri State University, KZLX-LP**

2:00 p.m. Homer

**Primary Topics:** Career, Promotions

**Broadcasting for the Millennials and Generation Z: This is YOUR time**

Do you think radio is dead? Is it only Netflix and SiriusXM that hit the Millennials and Generation Z's? Radio is a great opportunity for the Millennials and Generation Z's out there. Learn how to tap into the world of radio and reach your goals.

**Pavlina Osta, Radio Personality, The Pavlina Show**

2:00 p.m. Hopper

**Primary Topic:** Sports

**Play-By-Play Basics**

Whether it's radio or television, you need to make the game come alive for your audience. And there are those hours to fill. In this session, you'll learn tips and tricks from a former college radio sportscaster who is now a play-by-play professional.

**Corey Cohen, Play-By-Play Announcer, Sky Blue FC and Penn Athletics**

2:00 p.m. Warhol, 8th Floor

**Primary Topic:** Roundtables

**Radio Station Manager Roundtable**

At this roundtable for radio station managers, we'll be discussing recruiting, staff motivation, delegation, director transitions, training processes and whatever questions attendees bring.

**Brittany Robinson, Station Manager, Texas State University, KTSW-FM 89.9**

2:00 p.m. Whistler Gallery A/B

**Primary Topic:** Law

**Preparing for an FCC Inspection**

This presentation will inform broadcast station management and technical staff about the FCC inspection process. It will review the FCC technical and administrative rules pertinent to college broadcast stations and identify the most common violations. It will also cover what types of sanctions the FCC may issue for various violations and what to do if you receive a sanction.

**David Dombrowski, Regional Director, Federal Communications Commission**

2:00 p.m. Wyeth Gallery A

**Primary Topics:** Career, News

**Covering Breaking News for Radio in 2016**

This panel of radio reporters from New York and Philadelphia will discuss the steps needed to cover breaking news from all angles in 2016. From social media for traditional on-air products, covering breaking news continues to change. This panel will discuss how to get it done.

**Glenn Schuck, Anchor/Reporter, CBS Radio, 1010 WINS**

**Tim Jimenez, Morning Drive Reporter, CBS Radio, KYW Radio**

**Melony Roy, Social Media Editor, CBS Radio, KYW Radio**

2:00 p.m. Wyeth Gallery B

**Primary Topics:** Career, Tech

**Managing Engineering for Non-engineers**

So you're not an engineer, but you have an engineering problem to solve. How do you identify the problem, analyze the problem, establish goals and get the project done? Sometimes the quick and obvious answer is not the best solution and the cheapest solution is not the least expensive. Come to this session to learn the answers from an engineer who knows how to work from the management perspective. There will be a Q&A as well.

**Robert Meuser, Chief Technology Officer, Engineaux Inc.**

2:00-2:30 p.m.

**Primary Topic:** Success Stories

**Video/TV Clinic: by Appointment Only**

These sessions will last 30 minutes. Sign up online or at the registration desk to have a one-on-one (or group) meeting with an adviser from another station. The intent is to give you feedback on the questions you have about your operation. Meet at registration desk 10 minutes before your scheduled time.

**Hank McDonnell, Adviser, University of the Incarnate Word, UIW-TV and KUIW Radio Philip Beskid, Assistant Professor/Student Radio Adviser, Northwest Missouri State University, KZLX-LP**

3:00 p.m. Homer

**Primary Topic:** Programming

**How a Format Change can Save your Station**

It's one of the toughest decisions for college radio today: tradition or results? Indie rock is the obvious selection for most college radio stations; that is their sound. What if your college students and your surrounding area couldn't care less about indie rock? That was our problem, here on the island of Stephenville, Texas. Even the college students always ask, "Why don't y'all play rap, or country, or something good?" This was our problem. We had maybe a dozen listeners and struggled to promote and retain underwriters. So we fixed it, took the leap, and now we reap the benefits.

**Austin Bradley, Account Executive, Tarleton State University, KXTR 100.7 and 90.5 KTRL Mark Smith, Music Director, Tarleton State University, KXTR 100.7 and 90.5 KTRL**

3:00 p.m. Hopper

**Primary Topics:** Success Stories, Video

**Pitt Tonight: How Creating a Late Night TV Show Teaches Collaboration, Networking & Creativity**

Through bringing students from a variety of majors, backgrounds, interests, departments and campus organizations together, Pitt Tonight went from an idea to a popular, Emmy-nominated program in a year. This a perfect example of how creativity and collaboration are the best way to make use of your time in college, and can lead to opportunities to network for the future.

**Jesse Irwin, Creator & Host, University of Pittsburgh, Pitt Tonight Hayley Ulmer, Executive Producer, University of Pittsburgh, Pitt Tonight Annabelle Hanflig, Associate Producer, University of Pittsburgh, Pitt Tonight Jake Savitz, Head Editor, University of Pittsburgh, Pitt Tonight**

3:00 p.m. Warhol, 8th Floor

**Primary Topics:** Roundtables, Web/Social Media

**Website Development for Student Media**

Radio stations can build their base with an inviting, informative and mobile-friendly website. This roundtable invites high school and college media outlets (radio, TV and multimedia) to talk about their experiences with website development. Potential discussion topics include frameworks for website development, keeping a student-led web development project on track, options for app development and building a content calendar to keep web content fresh.

**Mason Kilpatrick, Station Manager, University of Kansas, KJHK-FM**

**Cody Boston, Content Director, University of Kansas, KJHK-FM**

3:00 p.m. Whistler Gallery A/B

**Primary Topics:** Law, Tech

**Ask the FCC Experts**

This is your opportunity to bring your biggest legal and technical issues and questions and get the answers from the pros. In addition to underwriting, license renewal, safe harbor and miscellaneous FCC questions, the future of the Emergency Alert System (EAS) and the impact of the LPFM and FM translator services on existing facilities is on everyone's mind. If you have a question relating to FCC-licensed, over-the-air broadcasting, come for this "soup to nuts" session for the most updated information.

**Laura Mizrahi, Vice President, Communications Technologies, Inc.**

**David Oxenford, Partner, Wilkinson Barker Knauer, LLP**

**Donald Martin, Attorney, Donald E. Martin, P.C.**

3:00 p.m. Wyeth Gallery A

**Primary Topic:** College Radio History

**High School and College Radio History Show and Tell**

As an adjunct to the college radio history panel, conference attendees are invited to bring high school and college radio artifacts to a show and tell session. Bring copies of vintage photos, playlists, audio recordings, promotional items and ephemera to share and discuss. The Radio Preservation Task Force is also signing up affiliate collections, so you are also encouraged to bring a list of historical items housed by your station or campus.

**Jennifer Waits, Co-Founder, Radio Survivor, KFJC-FM**

**Laura Schnitker, Acting Curator of Mass Media and Culture, Special Collections and**

**University Archives, University of Maryland, WMUC-FM**

**Michael Lupica, Educational Adviser, Princeton University, WPRB-FM**

3:00 p.m. Wyeth Gallery B

**Primary Topics:** Success Stories, Community

**Importance of Localism in Radio**

The mutually beneficial relationship between radio and its local music scene can have a big impact on community involvement as well as build relationships with local artists (in-studios, shows and media coverage). Learn how two stations have both excelled their stance in the scene and accommodated for growth along with the town.

**Hannah Bennett, Promotions Director, Texas State University, KTSW-FM 89.9**

**Brittany Robinson, Station Manager, Texas State University, KTSW-FM 89.9**

**John Devecka, Operations Manager, Loyola University Maryland, WLOY Loyola Radio**

**Tara Howell, General Manager, Loyola University Maryland, WLOY Loyola Radio**



# Friday Sessions

**4:00 p.m. Homer**  
**Primary Topic: News**  
**How to Sharpen your Radio News Reporting Skills**  
 This panel explores the art of news reporting and the ways to make your reports memorable and intriguing for your listening audience.  
**Katelyn Fatzler, News Director, Seton Hall University, WSOU-FM**  
**Megan Stolarz, Promotions Director, Seton Hall University, WSOU-FM**  
**Glenn Schuck, Anchor/Reporter, CBS Radio, 1010 WINS**

**4:00 p.m. Hopper**  
**Primary Topics: Tech, FCC Compliance**  
**FCC Compliance: The Technical Side**  
 FCC Compliance is changing, from Emergency Alert System (EAS) and tower light requirements to tower inspections and online public files. This session will teach you what you need to know in these ever changing times from an engineer's perspective.  
**Woody Kinney, Contract Engineer, Kinney Broadcasting, WRCU-FM, WPNR-FM, WITC-FM, WNSB-FM, WHCL-FM**

**4:00 p.m. Warhol, 8th Floor**  
**Primary Topics: Programming, Roundtables**  
**Radio Program Directors Roundtable**  
 This session is for radio program directors and aspiring program directors to discuss best practices and challenges in programming, training, and quality assessment at their station. We encourage multiple participants from each station, with each assigned to a different group of eight to maximize information sharing.  
**Evan Boyd, Station Manager, University of Wisconsin-Madison, WSUM-FM**

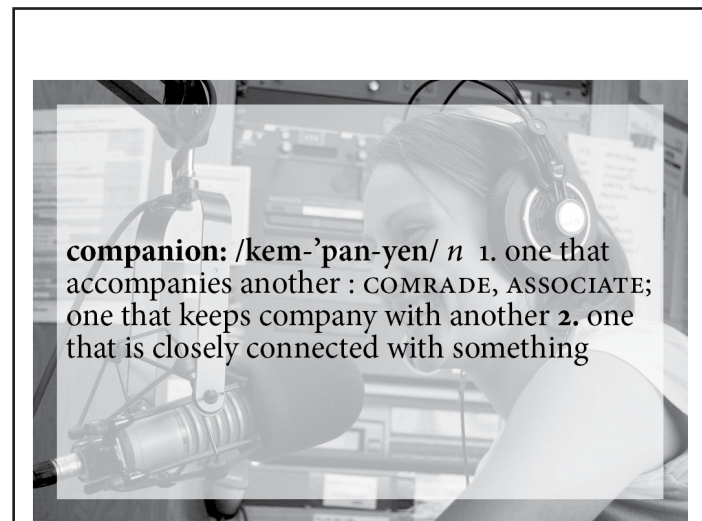
**4:00 p.m. Whistler Gallery A/B**  
**Primary Topic: Leadership**  
**I'm in Charge, Now What?!**  
 You've become a manager at your student-run station. Congratulations! Now what do you do? How will you set and meet goals? Can you manage a friend without ruining your friendship? How do you determine what your adviser or your school want? Your station's success, and yours, depends a lot on how you manage others, and yourself. This session will cover basic management techniques for student media, from running an effective meeting to establishing

priorities. No matter background or experience, you can be an effective station leader.  
**Mark Maben, General Manager, Seton Hall University, WSOU-FM**  
**John Onderdonk, General Manager, San Antonio College, KSYM-FM**  
**Molly Meller, Student Station Manager, Seton Hall University, WSOU-FM**

**4:00 p.m. Wyeth Gallery A**  
**Primary Topic: Video**  
**Basics and Beyond: Video Production Workflows**  
 Knowledge of the video production process is essential for aspiring and active professionals in the field. Most people know the basics of production, recording and editing, but a solid production workflow involves so much more. This is a session for both newcomers and experienced alike that you don't want to miss. Here's what we'll cover: file formats and compression, media mastering and archiving, and broadcast design.  
**Herbert Jay Dunmore, Adobe Education Leader, Adobe**

**4:00 p.m. Wyeth Gallery B**  
**Primary Topic: Advisers**  
**College Media: A Place for Learning**  
 Students involved in college radio and television gain practical knowledge by working in a structure that can involve deadlines, conflict resolution, leadership responsibilities, legal issues involving the First Amendment and the press and FCC regulations, web design and promotion and marketing. Panelists will explore how both those currently involved in college media and alumni of these organizations speak about the student media as learning space and "real-life" laboratory.  
**Gregory Adamo, Associate Professor, Morgan State University**  
**Jacqueline Soteropoulos Incollingo, Assistant Professor, Rider University**  
**Len O'Kelly, Assistant Professor, Grand Valley State University, WCKS**

**9:00 p.m. Presidential Suite, Sonesta Hotel Room 2421**  
**Primary Topic: Advisers**  
**Advisers and Professionals Reception**  
 Advisers and professionals who are participating in the convention are invited to mingle with others in the Presidential Suite. This is a time to relax, network and share with other like-minded people with an interest in student media.  
**CBI Board, Reception, President's Suite**



**companion: /kem-'pan-yen/ n** 1. one that accompanies another : COMRADE, ASSOCIATE; one that keeps company with another 2. one that is closely connected with something

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# Saturday Sessions

Oct. 22	9:00 a.m.	10:00 a.m.	11:00 a.m.	Afternoon	1:30 p.m.
<b>Benton 8th Floor</b>	Speaking to your Audience	Content Management: Managing the Online Beast	Podcasts: Build your Station Brand	<b>Wyeth Ballroom B/C</b>	<b>Keynote Address with Glenn Schuck, CBS Radio, 1010 WINS &amp; National Student Production Awards</b>
<b>Homer</b>	Tracking your Social Media	Announcing: Best Practices	Enhance Social Media for Student Radio		
<b>Hopper</b>	Podcasts: How and Why to Produce them for your Station		Student Perspectives on Training		
<b>Warhol 8th Floor</b>	Radio Advisers Roundtable	San Antonio Convention Planning			
<b>Whistler A/B</b>	Radio Show and Tell				
<b>Wyeth A</b>	Adobe Creative Foundations: Broadcast Pre-registration required. See registration desk.				

Registration, Saturday 9:00-11:00 a.m., Wyeth Ballroom Foyer

**9:00 a.m. Benton, 8th Floor**  
**Primary Topics: Programming, Promotions**  
**Speaking to your Audience**  
 This session will offer a perspective on how broadcasters relate to their intended audience. Topics include the DJ/audience relationship, generating content via social media and more.  
**Philip Beskid, Assistant Professor/Student Radio Adviser, Northwest Missouri State University, KZLX-LP**

**9:00 a.m. Homer**  
**Primary Topic: Web/Social Media**  
**Tracking your Social Media: Learn What is Working and What's Not**  
 We use social media for our media outlets, but how do we know whether what we're doing is successful? Learn how to access and read the analytics for Facebook, Twitter and other social media sites. Find out how one college station is doing it compared to a commercial station.  
**Faith Connell, Promotions Director, University of Southern Indiana, 95.7 The Spin**

**9:00-11:00 a.m. Hopper**  
**Primary Topic: Podcasting**  
**Podcasts: How and Why to Produce them for your Station**  
 Want to podcast content from your station but not sure how or why? Unsure what you can legally podcast? Learn about the many options for hosting and distribution, along with the most effective strategies for getting your content distributed on the web.  
**Chris Kuborn, Digital Media Technology Instructor/Station Manager, Northeast Wisconsin Technical College, TC Campus Connection**  
**Derek Jones, Station Manager, Rowan University, Rowan Radio 89.7 WGLS-FM**  
**Paul Crutcher, Broadcast/Emerging Media Specialist, Lander University, XLR Lander Radio**

**9:00 a.m. Warhol, 8th Floor**  
**Primary Topic: Advisers**  
**Radio Advisers Roundtable (Faculty and Staff only)**  
 Student radio advisers face a unique set of challenges. Who better to help you find solutions than other advisers? We all learn from each other. In this unstructured session, come prepared to discuss successes and failures and ask questions related to student radio advising.  
**Greg Weston, President, CBI, and General Manager, University of Pittsburgh, WPTS-FM**

**9:00-11:00 a.m. Whistler Gallery A/B**  
**Primary Topic: Programming**  
**Radio Show and Tell**  
 A fun, freewheeling session, where anything goes. Participants share their best stuff ... promos, imaging, comedy bits, play-by-play, news reporting, air checks, interviews and more. Constructive feedback provided by the moderators and session participants, plus Halloween treats for all. Bring a thumb drive with some great radio to share.  
**Chris Wheatley, Manager, TV/Radio Operations, Ithaca College, WICB/VIC Radio/ICTV**  
**Dan Schumacher, General Manager/Faculty Adviser, Texas State University, KTSW-FM**

**9:00-11:50 a.m. Wyeth Gallery A**  
**Primary Topics: Multimedia, Video**  
**Adobe Creative Foundations: Broadcast, Pre-registration required, see registration.**  
 Adobe Creative Suite's broadcast package has become the go-to solution for professional production. You'll learn concepts and strategies to best use the software, including advanced video editing techniques, creation of motion graphics, dynamic text and image compositing, and time-saving tactics. Whether a novice or intermediate user, you'll walk away with a foundation and techniques to take productions to the next level. Tutorial files will be provided.  
**Herbert Jay Dunmore, Adobe Education Leader, Adobe**

**10:00 a.m. Benton, 8th Floor**  
**Primary Topic: Web/Social Media**  
**Content Management: Managing the Online Beast**  
 In the digital age, it's incredibly important to maintain a quality online presence. Learn tips for editing content, making content consistent and knowing what you do and don't need.  
**Holly Henrichsen, Web Content Manager, Texas State University, KTSW-FM 89.9**  
**Sarah Grace Hevrdejs, Website and Social Media Director, University of Wisconsin-Madison, WSUM-FM**

**10:00 a.m. Homer**  
**Primary Topics: Career, On-Air**  
**Announcing: Best Practices**  
 A pianist doesn't do brick work in their spare time, so why would you do anything to harm your precious voice? This session will show you do's and don'ts of how to care and train for your most important tool as a broadcaster—your voice. We'll discuss ideas for sounding conversational and enhancing your broadcast voice whether it is for a stand-up, voice over or live broadcast.  
**Drew Jacobs, Assistant Professor, Camden County College**  
**Warren Kozireski, General Manager, College at Brockport, WBSU-FM**

**10:00 a.m. Warhol, 8th Floor**  
**Primary Topic: Roundtables**  
**2017 San Antonio Convention Planning Session**  
 Join the convention planning committee and help CBI grow the annual convention session offerings. Even though our session approval rating is more than 90 percent, we can't rest on our laurels. We must continue to bring new and innovative sessions by recruiting new people, and new ideas to sessions so there are fresh voices, thoughts and ideas. We need to bring in local media professionals in the San Antonio and Austin markets. If you can help to curate sessions for the CBI NSEMC Nov. 2-4, 2017, you should join this session.  
**Will Robedee, CBI Executive Director and General Manager, Rice University, KTRU**

**11:00 a.m. Benton, 8th Floor**  
**Primary Topic: Podcasting**  
**Podcasts: Build your Station Brand**  
 Podcasts can be a great addition for radio and TV. Now is the time to reach that audience wanting even more media content. What is a podcast? What's the best way to do a podcast? How do you promote them? Find the answers and more with successful professional podcasters.  
**John Morris, General Manager/Instructor, University of Southern Indiana, 95.7 The Spin**  
**Teagan Kuruna, Co-Founder, Philadelphia Podcast Festival and Philadelphia Podcasting Society; Host and Producer, Teagan Goes Vegan podcast**  
**Dan Drago, Creator/Producer/Host, 25 O' Clock: A Podcast**

**11:00 a.m. Homer**  
**Primary Topics: Promotions, Web/Social Media**  
**How to Enhance Social Media for Student Radio**  
 Social media is taking over the world and is a big part in promoting almost any organization. This panel explores how to best use and make better use of social media in college radio.  
**Grant Palluzi, Technical Operations Director, Seton Hall University, WSOU-FM**  
**Megan Stolarz, Promotions Director, Seton Hall University, WSOU-FM**

**11:00 a.m. Hopper**  
**Primary Topics: Leadership, Roundtables**  
**Student Perspectives on Training**  
 What do students want from staff training? What is the best balance between a semester-long class and an hour behind a microphone or camera? Student managers and those who hope to become managers should attend and share their ideas and best practices to keep their peers engaged and educated. Bring training manuals and any other materials to show and share.  
**Emily Ehling, General Manager, North Carolina State University, WKNC-FM**  
**Mason Kilpatrick, Station Manager, University of Kansas, KJHK-FM**  
**Yvonne Chazal, Special Projects Coordinator, North Carolina State University, WKNC-FM**

*Noon-1:30 p.m., Lunch on your own. See you back at 1:30 p.m. for the NSEMC Keynote!*

**1:30 p.m. Wyeth Ballroom B/C**  
**Wyeth Ballroom B/C**  
 A broadcaster for more than 30 years and presently with America's most listened-to radio station, 1010 WINS, Schuck will share his insights on the media's coverage of the 2016 Presidential campaign and the evolving role of journalists in the 21st century media landscape. He will also reflect on key decisions and networking that allowed his career to evolve and review ways today's students can pave the way for their careers.  
**Glenn Schuck, Anchor/Reporter, CBS Radio, 1010 WINS**

**Following the NSEMC Keynote Address, National Student Production Awards**  
**2016 National Student Production Awards**  
 CBI salutes the best in student video and audio production during the presentation of the National Student Production Awards. Come to view/hear the best in student produced media and/or to accept your award. Thank you to our judges. Congratulations to the finalists!  
**Lucy Noland, Co-Author, FOX 29**

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