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 production majors. Whichever category, or categories, you fall into, we are confident you will leave the convention with the skills and motivation to improve your student media outlet.

As a Pennsylvanian 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 hotel venue, the newly-renovated 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. Sonesta Philadelphia is also one of America 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 Promethean Radio Project, BBC Networks and MuschMaster 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 veteran 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.

Greg Weston
President, College Broadcasters, Inc.

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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 pave the way for today's students to pave the way for their careers.

A native of New Jersey, Schuck began his professional radio career as a DJ for stations WJZ/Jersey Shore, WPIT/Trenton, legendary rocker WAFF/Boston and as a morning host at KROCK Monterey, California. In 1985, Schuck began anchoring business reports for CNBC. In 1997, he left CNBC for Metro Network, at that time a new radio news wire service. In 2000, Schuck joined New York 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 CBI Radio full time, adding anchor duties to his reporting responsibilities at 1010 WINs. Schuck was the first radio reporter to impact Ground Zero with Mayor Rudy Guliani the morning of September 12, 2001. Schuck's months-long reporting on the aftermath of the W71 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 Super Bowls 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 with the Associated Press, the New York Post 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 WHSU in 1981. During his time at WHSU he was news director and then station manager, experience he credits for the launch of his media career.

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Sonesta Philadelphia Hotel Map

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CBI Board of Directors & Special Acknowledgments

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We appreciate feedback! Complete the post-convention survey at AskCBI.org http://www.askcbi.org/philadelphia/post-convention-survey

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Welcome to Philadelphia!

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Welcome to Philadelphia!

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Welcome to 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 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, 8:30 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 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!**

**Convention Student Cybercast**

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 securentsys.com 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.

**Our Next Generation of Radio Automation**

- **iMediaTouch**
  - Advanced Automation for LPFM and single stations
  - Gold standard Automation for all radio applications
  - Automated Audio Logging and Content Management

**Saturday National Student Production Awards**

2016 National Student Production Awards  
Saturday, 1:30 p.m. Wyeth Ballroom B/C  
Emcee: Lucy Noland, Co-Anchor, 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 WTXF Fox 29 (Friday). See the registration desk for more information and availability.

**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!
Thank you to our Convention Sponsors!

Benzton is a leading international radio imaging, production library, programming, jingles and voiceover services company with more than 1,900 affiliations on six different continents. With studios in Los Angeles, New York and Stuttgart, Benzton offers the highest quality audio imaging workshops in multiple music and spoken word formats | benzton.com

Broadcast Electronics has been a trusted partner to broadcasters around the country for more than 50 years as the premier manufacturer of RF and studio products for radio | www.bdcast.com

BSW is one of the world’s premiere broadcast equipment suppliers. For over 40 years broadcast and audio professionals around the globe have come to depend on BSW for all their audio needs. Our sales professionals have decades of real-world broadcast and studio engineering experience to offer expert help with your equipment purchase. Call 800-426-8434, email sales@bswaudio.com or bswusa.com

CBDM specializes in short-form environmental radio programs and podcasts. CBDM produces and distributes Climate Connect, a daily 90-second radio series about climate change, and CurrentCast, a daily 60-second program about water stewardship in the Great Lakes region | chavobart.com

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 or student scholarships) | collegeradio.org

CUNY Graduate School of Journalism offers an intensive, multimedia focused, three-semester Master of Arts degree in journalism located in New York City; a Master’s degree in Entrepreneurial Journalism; a unique, one-semester advanced certificate in Entrepreneurial Journalism for mid-career professionals; and Social Journalism, a MA degree that requires one year to complete | journalism.cuny.edu

ENCO Systems offers in-depth training and practical hands-on experience in the design and implementation of digital broadcast systems. With deep experience in digital transmission, ENCO Systems can help you design a system that caters to your specific needs and desired goals | enco.com

Hindenburg Systems is a Danish software company specializing in intuitive, portable solutions for professional and consumer audio production. We provide innovative technological features that allow audio producers to focus on telling a great story, while our software ensures broadcast quality results | hindenburg.com

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

From news on arctic research to the Iditarod Trail sled dog race, to the latest in music, KNOM heart of Washington, DC and opportunities for networking and professional development | dcinternships.org/programs/political-journalism

Logitek manufactures the JetStream leading edge IP-based networked Audio Consoles and Routers for both Radio and Television. Our Dense Node IP architecture allows for economical and uncomplicated facility design and implementation | logitekaudio.com

Marathon Grill, a family-owned operated Philadelphia staple. Serving the freshest locally sourced food to the neighborhood since 1984.
All Delegate Social and Swag Swap 6:30 p.m. Wythell Ballroom

Join us on the opening night of the convention for a social event where you can talk with those who met during the opening day and network. 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 that they would like you to pick-up samples. Be sure to bring your own swag to swap!
Thursday Sessions

10:00 a.m. Wally Gallery A
Primary Topic: Career, News
Session Title: A Career in Taylor Swift's Storytelling for Television
Speaker: Taylor Swift

Getting down and dirty on how to become a well-respected expert and anchor today all the news you need to know and how it will change the way you practice for the future. This talk will cover the most important insights into how to get the inside scoop and what it means to succeed today. Join us for this session to learn the secrets of the trade.

10:00 a.m. Wally Gallery B
Primary Topic: Roundtables
Roundtable: Radio Production Roundtable
Speaker: John Doe

Room at the top for radio producers as they are invited to attend this roundtable where participants will share what they know regarding best practices and challenges in production. Topics include how to create compelling programming, the latest technology, and key trends in radio. Attendees will be able to share their experiences and learn from others.

10:00 a.m. Wally Gallery C
Primary Topic: Roundtables
Roundtable: student media Roundtable
Speaker: Jane Doe

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 15 minutes before your scheduled time.

10:30 a.m. Wally Gallery A
Primary Topic: Career, News
Session Title: Radio Live Broadcasting, Streaming and Recording
Speaker: Jane Doe

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 begin using your digital audio editor as a graphic equalizer? Nick Dunkerley will share two decades of experience in recording and producing audio stories. He'll give you tips and tricks to help you make the best recording possible.

11:00 a.m. Wally Gallery A
Primary Topic: Roundtables
Roundtable: student media Roundtable
Speaker: Jane Doe

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11:00 a.m. Wally Gallery B
Primary Topic: News
Session Title: Policing on Inflammatory Language Roundtable
Speaker: Jane Doe

On-air newscasters 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—real and imagined— that broadcasters face when making these decisions. It’s not 1975 … or 1995: Reinventing Campus Radio from “Club” Culture to Real Station

11:30 a.m. Wally Gallery C
Primary Topic: Career, Leadership
Session Title: A Guide to Building and Using your Station’s Website
Speaker: Jane Doe

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

11:45 a.m. Wally Gallery A
Session Title: On-air Fundraising from $0 to $60,000
Speaker: Jane Doe

New rules for radio stations mean must must meet their public file. How do you maintain your file? How do you make a compelling case for your university to invest in your station? This session will cover the basics of fundraising and provide tips and tricks for making a successful pitch for your station.

1:00 p.m. Wally Gallery A
Primary Topic: Roundtables
Roundtable: student media Roundtable
Speaker: Jane Doe

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2:00 p.m. Wally Gallery A
Primary Topic: Career, News
Session Title: Radio Live Broadcasting, Streaming and Recording
Speaker: Jane Doe

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Session Title: Policies on Inflammatory Language Roundtable
Speaker: Jane Doe

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3:00 p.m. Wally Gallery A
Primary Topic: News
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Primary Topic: News
Session Title: Policies on Inflammatory Language Roundtable
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5:00 p.m. Wally Gallery A
Primary Topic: News
Session Title: Radio Live Broadcasting, Streaming and Recording
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Thursday Sessions

4:00 p.m. Whistle Gallery A
Primary Topic: Sports, Success Stories
Landing an Olympic Internship

Alison Chiliou, Former Talent Coordinator, Ithaca College, WICB

4:00 p.m. Wyeth Gallery A
Primary Topic: News, Video
Graflex Video Editing for TV News, Profit and Recamate the News Told you to
Greg Weston, President, CBI, and General Manager, University of Pittsburgh, WPTS-FM

Follow CBI on Social Media during and after the convention!
Facebook.com/AskCBI, Twitter.com/AskCBI

Visit the registration table in Wyeth Gallery C to purchase a CBI T-shirt! Cash and credit cards accepted for payment!

Visit AskCBI.org and select "Email Listservs" under "Resources" to join.

Thank you to our Convention Sponsors!
MusicMaster is the fastest-growing and most powerful music scheduling software for radio and music television stations worldwide | musicmaster.com
Music & the Spoken Word is world’s longest continuously-running weekly network broadcast—88 years! Beautiful weekly shows and holiday specials for radio and TV, by the world-famous 360-voice Mormon Tabernacle Choir. Distributed free to over 2,000 media platforms worldwide | musicandthespokenword.org

OMT Technologies is a solutions provider to the broadcast media industry across North America and Internationally. Our core products include the MediaTouch Radio Automation System and Radio’s Number One Selling Digital Logger, iMediaLogger | imediouch.org

RadioFX provides a low-cost custom mobile solution for college radio stations that includes a number of highly innovative features—real-time chat between the on-air personalities and the listeners, social media integration, a dynamic programming schedule and a robust analytics dashboard, plus many other features | radionx.co

RCS has been inventing solutions for the broadcasting industry for over 30 years. Our products and services are used at more than 9,000 radio stations, TV music channels, cable companies, satellite radio networks and Internet stations worldwide. From our latest and most spectacular Automation System Zetta to GSelector to NexGen Digital to Linker promo scheduling, plus RCS News and Aqua Traffic System, RCS software is used in more stations than any other. Contact: Jim Colley, (877) 774-1008 | rcworks.com/en

SoundExchange is the nonprofit organization at the center of digital music, developing solutions to benefit the entire music industry. The organization collects and distributes digital royalties on behalf of more than 130,000 recording artists and master rights owners accounts. To date, SoundExchange has paid out approximately $4 billion in royalties | soundexchange.com

SCMS, Southern Coastal Marketing Services, is a family-owned company that has been providing equipment and service to the Broadcast and Professional Audio and Video industries for over 40 years. The company has 19 sales representatives in 13 different locations across the U.S. and Latin America. We invite you to visit the SCMS web site at www.scmsinc.com, or call 1-800-438-6040.

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

Temple University’s School of Media and Communication provides graduate education that excels in new media, social engagement and global development | smc.temple.edu

Tieline is the Codec Company and thousands of customers around the world rely on Tieline IP audio Coders every single day for reliable Studio-to-Transmitter (STL), audio distribution and remote broadcast solutions. Tieline’s reputation for technology and innovation continues with our new generation of products including the Genie and Merlin | tieline.com

WidexOrbit is the leading provider of advertising management, station automation, streaming and on-demand audio technology for the radio industry. More than 2,000 North American broadcasters use our software to streamline operations, maximize revenue, and extend business across distribution platforms | widexorbit.com

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. Broadcast since 1948, WSOU is part of Seton Hall’s College of Communications and the Arts, offering undergraduate and graduate programs. For more information, www.wsou.net and 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

Thank you to all National Student Electronic Media Convention sponsors! For more information and links to our sponsors’ websites, visit AskCBI.org/philadelphia/sponsors-exhibitors

Friday Sessions

11:30 a.m. Whistle Gallery A/B
Primary Topic: CBI Membership Meeting
CBI Membership Meeting

Greg Weston, President, CBI, and General Manager, University of Pittsburgh, WPTS-FM

4:00 p.m. Whistle Gallery A
Primary Topic: News, Video
Graflex Video Editing for TV News, Profit and Recamate the News Told you to

In this session we will go over techniques of fast, consistent editing. You may have very little access to edit the video, not much enough footage or too much material to choose from. For the final edit and to do more video editing tasks on a deadline that is impossible. It also does not hurt to lock color and make up the job done. Attendees with editing program(s) on their

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Friday Sessions Quick View

Oct. 21
9:00 a.m. - 10:00 a.m.

How to Build and Retain Staff at Your College Radio Station

Engaging Alumni Relationships with a College Radio Station

Homer

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

Leadership: Earning Respect and Handling Personnel at a College Radio Station

The "Guts" of Milleniums and Generation Z: This is YOUR Time

2:00 p.m. - 3:00 p.m.

Broadcasting for the Milleniums and Generation Z: This is YOUR Time

How a Format Change can Save your Station

Friday Evening NSEMC Event: Advertisers and Professionals Reception

Oct. 22
9:00 a.m. - 10:00 a.m.

Hopper

HD Radio

Be the One Person Band: Getting the Story when a Reporting Team is Me, Myself and I

Friday Sessions

Warhol 8th Floor

8:00 a.m. - 10:00 a.m.

Roundtable: High School Media

Student Broadcasters Operate and Run Electronic Media Organizations

Whister A/B

So You Want to Host a Festival Film

Calling All Music Directors!

The Making of Today's Radio for the Next Generation of Radio Elite

Wyrth A

Professional Success in your First Jobs

Staying Safe in the Cyberjungle: Legal Issues in Using Digital Media

Wyrth B

Radio Studios of the 21st Century

The Making of Your Brand in Today's Radio

By: Only. Apply.

Radio/Video Clinics

Video/TV Clinic

Play Exhibitor Bingo today 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 3:35 p.m.

Complete the Post-Convention Survey at AskCBL.org

http://www.askcbl.org/phila/post-convention-survey

Friday Evening NSEMC Event: Advertisers and Professionals Reception

9:00 p.m. - 10:00 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!
Friday Sessions

1:00 a.m. Whistler Gallery A/ B
Primary Topic: Broadcasting
Preparing for an FCC Inspection
This process will review the FCC technical and administrative rules pertinent to college-grade broadcast operation. It will cover what types of sanctions the FCC may issue for various violations and what to do if you receive a citation.

2:00 p.m. Whistler Gallery A/B
Primary Topic: Programming
Radio, or anything technology related, bring it to the discussion.

3:00 p.m. Warhol, 8th Floor
Primary Topic: Video
Pushing Out Radio on Social Media
Twitter, TweetDeck, Periscope, Radio Free America and Spinitron. The session will focus on how to engage and maintain your DJ staff.

Friday Sessions

11:30 a.m.-12:00 p.m.
Primary Topic: Programming
Radio, In this session, attendees will learn the "guts" of radio programming, and how radio breaks, songs, etc. are put into a system to reach the overall sound wanted. Songs, and being on air all the time are two parts of being a radio broadcaster.

1:00 p.m. Whistler Gallery A/B
Primary Topic: Success Stories
As the industry of public relations, sales and marketing continues to merge and shift focus to college broadcast stations and identify the most common violations. It will also cover the FCC inspection process. It will review the FCC technical and administrative rules pertinent to college-grade broadcast operation.

2:00 p.m. Whistler Gallery A/B
Primary Topic: Programming
Learn how to tap into the world of radio and reach your goals.

2:00-2:30 p.m.
Primary Topic: Success Stories
This panel of radio reporters from New York and Philadelphia will discuss the steps needed to get breaking news on the air. As the industry of public relations, sales and marketing continues to merge and shift focus to college broadcast stations and identify the most common violations. It will also cover the FCC inspection process. It will review the FCC technical and administrative rules pertinent to college-grade broadcast operation.

3:00 p.m. Warhol, 8th Floor
Primary Topic: Programming
How to Engage and Maintain your DJ Staff
It's hard to manage a staff of volunteers. It's even harder to manage a volunteer student staff. Student staff will share training, evaluation and feedback processes that help them maintain their staff of DJs volunteers.

2:00 p.m. Warhol Gallery A/B
Primary Topic: Leadership/ Programming
How to engage and maintain your DJ Staff
It's hard to manage a staff of volunteers. It's even harder to manage a volunteer student staff. Student staff will share training, evaluation and feedback processes that help them maintain their staff of DJs volunteers.

1:00 p.m. Whistler, 4th Floor
Primary Topics: Advisers, Roundtables
Television Adviser Roundtable
Running a campus-based television station has its challenges—the station is the cable, closed-circuit or broadcast. This panel will discuss topics ranging from programming, administration support and underwriting, as well as station adviser round tables.

2:00 p.m. Whistler Gallery A/B
Primary Topic: Programming
Preparing for an FCC Inspection
This process will review the FCC technical and administrative rules pertinent to college-grade broadcast operation. It will cover what types of sanctions the FCC may issue for various violations and what to do if you receive a citation.

11:30 a.m.-12:00 p.m.
Primary Topic: 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 radio breaks, songs, etc. are put into a system to reach the overall sound wanted.

1:00 p.m. Hoppe Gallery A
Primary Topic: Programming
Broadcast Topics
Two FM translator filing windows for AM stations just passed and a new AM translator window is dated for 2017. Should your station be evaluated for an upgrade before this window or should you wait until the next available filing window? As the industry of public relations, sales and marketing continues to merge and shift focus to college broadcast stations and identify the most common violations. It will also cover the FCC inspection process. It will review the FCC technical and administrative rules pertinent to college-grade broadcast operation.

2:00 p.m. Hoppe Gallery A/B
Primary Topic: Programming
Radio, or anything technology related, bring it to the discussion.

3:00 p.m. Warhol, 8th Floor
Primary Topic: Programming
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**Friday Sessions**

10:00 a.m. **Hopper**

**Primary Topic:** Video

 primary: Video Basics and Beyond Video Production Workshops
Knowledge of the video production process is essential for aspiring and active professionals in the field. These practical tips can help you excel, whether you’re a professional, educator, or a student. In this session, you’ll learn about the basics of video production, including shooting, editing, and post-production, which are crucial for creating compelling video content.

10:00 a.m. **Porter**

**Primary Topic:** Social Media

 primary: Social Media - Learning What’s Working and What’s Not
We are now seeing the rise of social media as a crucial tool for promoting our organizations. But how do we know what’s working and what’s not working? Join us for this session to learn more about social media strategies for student media.

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

**Primary Topic:** Podcasting

 primary: How and Why Will You Promote Your Station for them
Podcast can be a great addition for radio and TV. So when is the right time to make use of this medium to promote your radio or TV station? Join us for this session to learn how to promote podcasts effectively.

11:00 a.m. **Porter**

**Primary Topic:** Social Media

 primary: Marketing and Branding - Strategies for Social Media Marketing
Social media is an essential tool for promoting your organization. Join us for this session to learn about the latest strategies for social media marketing, and how to leverage these tools to promote your radio or TV station.

12:00 noon **Hopper**

**Primary Topic:** Roundtables

 primary: Roundtables - Roundtable Discussions
Roundtables are an excellent opportunity for networking and sharing ideas. Join us for this session to participate in roundtable discussions and learn from others in the student media field.

12:00 noon **Porter**

**Primary Topic:** Podcasting

 primary: Podcasting - The Start of a New Journey
Podcasting is a great way to reach out to your audience. Join us for this session to learn how to start your own podcast, and how to effectively promote it.

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

**Primary Topic:** Social Media

 primary: Social Media - Best Practices for Social Media Marketing
Social media is an essential tool for promoting your organization. Join us for this session to learn about the latest best practices for social media marketing, and how to leverage these tools to promote your radio or TV station.

1:00 p.m. **Porter**

**Primary Topic:** Social Media

 primary: Social Media - Measuring Impact
Measuring the impact of your social media efforts is crucial for evaluating the success of your campaigns. Join us for this session to learn about the latest tools and techniques for measuring social media impact.

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

**Primary Topic:** Podcasting

 primary: Podcasting - The Art of the Interview
Podcasting is a great way to engage with your audience. Join us for this session to learn how to conduct effective interviews, and how to create engaging podcast episodes.

1:00 p.m. **Porter**

**Primary Topic:** Social Media

 primary: Social Media - The Future of Social Media Marketing
Social media is an essential tool for promoting your organization. Join us for this session to learn about the latest trends in social media marketing, and how to leverage these tools to promote your radio or TV station.

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

**Primary Topic:** Social Media

 primary: Social Media - Engagement Strategies
Engagement is key to a successful social media strategy. Join us for this session to learn about the latest engagement strategies for social media marketing, and how to leverage these tools to promote your radio or TV station.

2:00 p.m. **Porter**

**Primary Topic:** Podcasting

 primary: Podcasting - The Power of Sound
Podcasting is a great way to engage with your audience through sound. Join us for this session to learn about the latest sound techniques for podcasting, and how to create engaging podcast episodes.

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

**Primary Topic:** Social Media

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