



National Student Electronic
Media Convention
#CBISanAntonio
Nov. 2-4, 2017

Welcome to San Antonio!

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 San Antonio for short. The NSEMC is dedicated to the interests of electronic student media outlets, including, but not limited to 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.

CBI was in San Antonio four years ago, and this city is a great site for a convention. The hotel is in a great location. Go out the back door and you are immediately on the famous River Walk. Take a stroll along both sides of the River Walk and get a feel for all that it has to offer. Be sure to catch a ride on a boat, either the river taxi or a tour boat. On the tour boat, you will learn the history of the River Walk, see historic buildings and the location where part of the movie "Miss Congeniality" was filmed. If you walk out the front door of the hotel and go one block, you can immerse yourself in the Alamo. This is the home to one of the most famous battles in American history.

Our host venue, the Hyatt Regency San Antonio River Walk, is centrally located, with easy access to numerous restaurants and a wide variety of cuisine. If you want to venture somewhere other than the River Walk, downtown offers numerous other food options, from five-star to fast food. Once you are downtown, you will find that you won't need transportation to get what you need. San Antonio 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. You will have the opportunity to attend sessions presented by professionals, gain insight through workshops from faculty and advisers, as well as sessions presented by your peers. On Saturday, award-winning cinematographer and director Roger Lindley will give the keynote speech. Roger owns a film and video production company, has made six feature films — including a documentary about the Kurds of Northern Iraq — and has worked for many major media outlets. The keynote speech will focus on making quality videos on a tight budget, something of interest for both radio stations and video outlets.

Finally, as this is my first convention as CBI president, I thank everyone that has worked to make 2017 NSEMC a success. This includes everyone who has offered to be a presenter in a workshop to those that volunteer in less visible areas. Without the contributions from its members, CBI would not exist. I look forward to the continued growth of CBI and our convention. When you see one of our volunteer CBI board members, please thank them for the numerous hours that they put into making this year's convention great.

Sincerely,
John Morris, President, College Broadcasters, Inc.

Keynote: Roger Lindley

How to Make Your College Video Productions look Big Time
Saturday, Nov. 4 • 1:30 p.m. • Regency East 1-3

There's a saying in the production industry: You can have it CHEAP, FAST or GOOD — but you can only PICK TWO. What if you could have all three? You actually can. Doing this will help your student TV or radio outlet produce videos that will make you stand out from the crowd. Join veteran freelance filmmaker Roger Lindley as he shares the cheap, fast and good — but successful — directing, on-camera interview and production techniques that allow him to thrive in a small market, made him a prolific award winner and get him hired by companies worldwide, all while calling Amarillo home.

Roger Lindley won his first AAF ADDY Award in the year he began working at the Amarillo CBS affiliate in 1982. Thirty-five years later, Roger's experience includes six feature films as director or cinematographer, director and cinematographer for an ongoing documentary about the Kurds of Northern Iraq, camera operator for ABC News "Good Morning America," "World News Tonight" and

"Nightline," Discovery USA and Canada, Travel Channel, CMT, CNBC and Investigation Discovery. That's in addition to years of award-winning agency, commercial, online, industrial and corporate work in the Amarillo area.

Roger learned key interview techniques from "Good Morning America" co-creator Merrill Mazuer. Roger's notable on-camera interviewees include General David Petraeus, Dr. Ben Carson, Gov. Mike Huckabee, the former Iraqi Chief of Staff, and the Iraqi Ambassadors to Great Britain and the United States.

In addition to multiple national and international film awards, Roger is recipient of the AAF Silver Medal Award, the AAF Mosaic Award for Cultural Diversity in Advertising, three AAF Special Judges Awards, a 10th District Bronze Award, and boxes of local AAF awards.

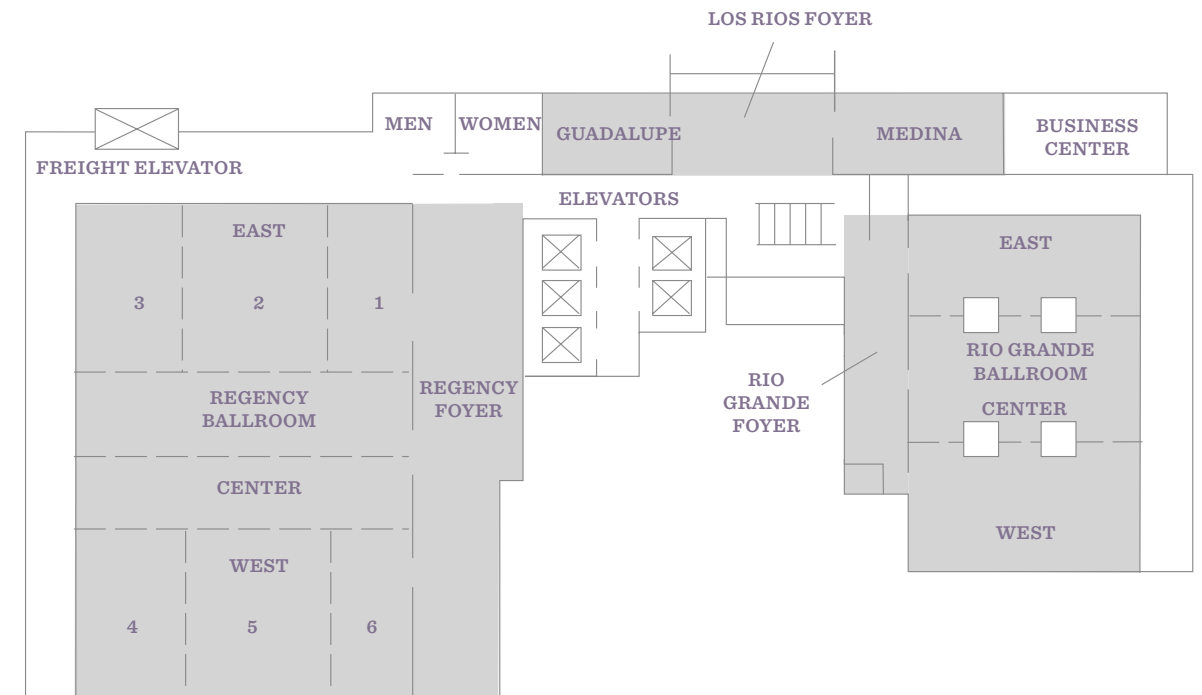


Meeting Space Maps

Losoya Conference Center • Across Losoya Street from the hotel



Hotel Ballroom Level • All Regency sessions in this location



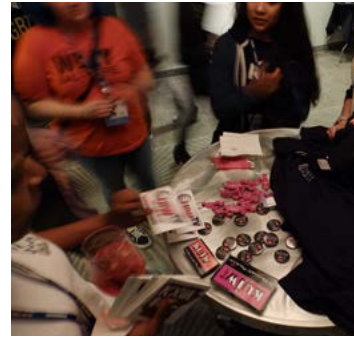
Wednesday Student Social

Wednesday, 6-7 p.m. • Seguin

Students, kick off the convention by getting to know your peers. Come to the CBI's convention student social and meet other students from across the country. Learn about other media outlets 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.



Thursday All-Delegate Swag Swap



Thursday, 6:30 p.m. • Garden Terrace

Join us 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!



Tours

All tours are limited to 15 participants. Check at the registration desk if space is available. Participants must be registered for the convention. Tour groups will meet in the hotel lobby.



Cox Media Group
Thursday, Nov. 2, 9:30 a.m. meeting time



KSAT-TV 12 ABC
Thursday, Nov. 2, 1:15 p.m. meeting time



KSYM-FM San Antonio College
Friday, Nov. 3, 9:30 a.m. meeting time

Registration

The registration desk in Bowie ABC (in the Losoya Conference Center) will be open:

Wednesday, Nov. 1
4:30-6 p.m.

Thursday, Nov. 2
8:30 a.m. - 5 p.m.

Friday, Nov. 3
8:30 a.m. - 4 p.m.

Cybercast

The live convention cybercast will be streaming from Bowie ABC (in the Losoya Conference Center):

Wednesday, Nov. 1
6-8 p.m.

Thursday, Nov. 2
9 a.m. - 5 p.m.

Friday, Nov. 3
9 a.m. - 1 p.m.

LIVE & LOCAL

Sports Herm Wilson Invitational

Wichita State University hosts the Herm Wilson Invitational, a two-day track meet that draws hundreds of teams from across Kansas. For the 2016 Invitational, WSU used four of their LiveShots to transmit for hours without interruption and with under 200mS delay.

It makes my job super easy when everything just works.
- Jeffrey Franck, WSU Broadcast Media Technician



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National Student Production Awards Finalists

Best Promo – Video

- Bearcast Media, University of Cincinnati, "Throwbacks Only"
- TUTV, Temple University, "Travel Ban Promo"
- KBVR-TV, Oregon State University "OMN Copy Editor Spot"
- WSUM 91.7 FM, University of Wisconsin-Madison, "Record Store Day Promo"

Best Promo – Audio

- WQLU-FM, Liberty University "Hard Studying"
- SCAD Atlanta Radio, SCAD Atlanta "Promo-Coming Soon"
- 95.7 The Spin, University of Southern Indiana, "USI Basketball at Kentucky State"
- KTSW-FM 89.9, Texas State University, "Counterspin Promo"

Best PSA – Video

- WMCN/RAQ, University of Wisconsin-La Crosse, "Perfect Pets"
- ASU-TV, Arkansas State University "Alive After Five"
- WYVC-FM, York College of Pennsylvania, "York College Phys Ed PSA"
- Viking Fusion, Berry College "Slavery PSA"

Best PSA – Audio

- WPSFC-FM, William Paterson University, "Preparing for Finals at Cheng Library"
- 90.5 WERG, Gannon University "Gannon University Relay for Life"
- WHSN-FM, New England School of Communications at Husson University, "OH!"
- KTSW-FM 89.9, Texas State University, "Graduation Confetti PSA"

Best Special Broadcast – Video

- Sponsored by Comrex
- Viking Fusion, Berry College, "Jude"
- WYVC-FM, York College of Pennsylvania, "Ehlers Danos Syndrome-Patient Stories"
- RTF Documentary Production, Rowan University, "The New Blackness"
- RTF Documentary Production, Rowan University, "Concrete Canvas"

Best Special Broadcast – Audio

- Sponsored by Comrex
- WHSN-FM, New England School of Communications at Husson University, "Edgar Allan Poe's Tales of Mystery & Imagination 2016"
- WYVC-FM, York College of Pennsylvania, "Poland Abroad Travelogue-Amanda Stagg"
- Bearcast Media, University of Cincinnati, "One Too Many"
- WSUM 91.7 FM, University of Wisconsin-Madison, "Battle of the Bands Live Broadcast"

Best Live Production – Video

- WNYF TV, SUNY-Fredonia, "Fred Before Bed Season Finale"
- KJHK 90.7 FM, University of Kansas, "Plastic Pinks Live @ KJHK"
- CSU CTV 11, Colorado State University, "Humans of CSU Live Production- March 22, 2017"
- CSU CTV 11 FM, Colorado State University, "CTV Cooks- March 28, 2017"

Best Podcast

- Sponsored by Hindenburg
- WUTM-FM, University of Tennessee-Martin, "WUTM Podcast 'For the Record' – Hunter Hayes"
- 90.3 WMSC-FM, Montclair State University, "Media Download: MSU Film Trip to Cuba"
- KUSF, University of San Francisco "TRUMP 101"
- Radio DePaul, DePaul University "The Radio DePaul Podcast: More Than Words"

Best Vodcast

- Viking Fusion, Berry College "Video Shorts: Me and My Camera"
- TUTV, Temple University "Owl Access Pass – February 14, 2017"
- WKNC-FM HD-1, North Carolina State University, "WKNC's The Lounge: Mannequin Pussy"
- WKNC-FM HD-1, North Carolina State University, "WKNC's The Lounge: Marching Church"

Best Comedy – Video

- SGTV, University of South Carolina "United Airlines Training Video"
- ROAR Studios, Loyola Marymount University, "Off the Bluff Episode 2"
- North Texas Television, University of North Texas, "LIL' D – Pilot"
- UTDTV, University of Texas at Dallas, "Paz and Chico: Episode 1"

Best DJ – Audio

- 95.7 The Spin, University of Southern Indiana, "The Tyler Cooper Show"
- 95.7 The Spin, University of Southern Indiana, "The Morning Show with Colin and Riley"
- WICB Ithaca, Ithaca College, "DJ Michayla Savitt"
- Rowan Radio 89.7 WGLS-FM, Rowan University, "The Alternative Scene With Kelly Green"

Best General Entertainment Program – Video

- Viking Fusion, Berry College "Com 425 Productions Presents: Transaction"
- UTDTV, University of Texas at Dallas, "A Taste of Dallas"
- CSU CTV 11, Colorado State University, "RamLife Entertainment April 12, 2017"
- Penn State Network Television (PSNtv), Pennsylvania State University, "LIVE! (on tape) – Episode 7"

Best Regularly Scheduled Program – Audio

- KCSU FM, Colorado State University, "Jazz Happy Hour"
- The WOLF Internet Radio, University of West Georgia, "The Night Howl Sex Show"
- Radio DePaul, DePaul University, "Talk of the Town"
- WONC-FM, North Central College, "The Yardbird Suite"

Best Student Media Website

- TUTV, Temple University templeupdate.com
- KDSB-FM, Kansas State University ksdbfm.org
- KJHK 90.7 FM, University of Kansas, KJHK.org
- Radio DePaul, DePaul University radio.depaul.edu

Best Station Imaging

- WZND Fuzed Radio, Illinois State University, "WZND Imaging Reel"
- 95.7 The Spin, University of Southern Indiana, "95.7 The Spin"
- WPTS-FM, University of Pittsburgh "WPTS Imaging"
- WSUM 91.7 FM, University of Wisconsin-Madison, "WSUM Bumpers/Legal IDs"

Best Social Media Presence

- TUTV, Temple University, "Temple Update"
- TUTV, Temple University, "Owl-Sports Update"
- WZND Fuzed Radio, Illinois State University, "WZND's Social Media"
- wcn27.com and Titan Radio (WNNW-FM), Westminster College, "WCN 24/7 & Titan Radio"

Best Documentary/Public Affairs – Audio

- Sponsored by Hindenburg
- AUC Radio, American University in Cairo, "More Than Just A Game: A Documentary About Professional Video Gaming In Egypt"
- Rowan Radio 89.7 WGLS-FM, Rowan University, "Overshare"
- XLR – Lander University Radio, Lander University, "Nothing Less Than Who We Are"
- WONC-FM, North Central College "March in Solidarity"

Best Documentary/Public Affairs – Video

- Film and Media, Taylor University "We are Rwandans"
- Orbit Television, Muskingum University, "John Glenn: An American Hero"
- CAPS 13, Pittsburg State University "Enabled: The Haven Shepherd Story"
- SETV12, University of Southern Indiana, "Angel Mounds: Finding A Lost City"

Best Sports Reporting – Audio

- Radio Hofstra University WRHU FM / WRHU.org, Hofstra University "Star Spangled Kaepernick Controversy"
- WUTM-FM, University of Tennessee-Martin, "WUTM Sportsbreak"
- WSUM 91.7 FM, University of Wisconsin-Madison, "WSUM Sports Update – October 26th, 2016"
- KTXT-FM, Texas Tech University "Overreaction – 'LaVar Ball' – 3/27/17"

Best Sports Play-by-Play – Audio

- Sponsored by Comrex
- The Baylor Lariat, Baylor University "Baylor vs. Kansas men's basketball"
- WSOU, Seton Hall University "Seton Hall Men's Basketball vs Marquette 3-9-17"
- 95.7 The Spin, University of Southern Indiana, "USI Basketball at Purdue"
- KJHK 90.7 FM, University of Kansas, "TCU vs. Kansas Men's Basketball 2.22.17"

Best Sportscast – Video

- Carolina Week, University of North Carolina-Chapel Hill, "Sports Xtra October 3, 2016"
- Ithaca College Television, Ithaca College, "Hold That Thought"
- WOUB Public Media, Ohio University, "Hardwood Heroes – episode 6"
- The Southeastern Channel, Southeastern Louisiana University "The Big Game (10/20/2016)"

Best Newscast – Audio

- UTA Radio.com, University of Texas-Arlington, "UTA Radio News 3-9-17"
- KCSU FM, Colorado State University, "March 10 Newscast"
- WMUL-FM, Marshall University "Newscenter 88 11-29-16"
- 95.7 The Spin, University of Southern Indiana, "95.7 News: Christie York"

Best Newscast – Video

- TUTV, Temple University "Temple Update: March 2, 2017"
- The Baylor Lariat, Baylor University "Lariat TV News: Global News Relay"
- Carolina Week, University of North Carolina-Chapel Hill, "Carolina Week October 26, 2016"
- Ithaca College Television, Ithaca College, "Newswatch"

Best News Reporting – Audio

- Sponsored by Hindenburg
- WMUL-FM, Marshall University "WV Makes Festival"
- Carolina Week, University of North Carolina-Chapel Hill, "Sexual assault while studying abroad common but rarely discussed"
- KALX 90.7 FM, University of California-Berkeley, "Running Low on the 510"
- KALX 90.7 FM, University of California-Berkeley, "DNA Algorithms"

Best News Reporting – Video

- The Baylor Lariat, Baylor University "Board to decide on student regents' voting rights"
- Ithaca College Television, Ithaca College, "Contingent Faculty Union Protests"
- CSU CTV 11, Colorado State University, "Elli's Deli Package"
- The Southeastern Channel, Southeastern Louisiana University, "Amite River Flooding"

Winners announced Saturday after the Keynote

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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

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The **CUNY J-School** is the leader in equipping the next generation of journalists with the tools to find stories and tell them effectively using video, print, documentary, photography, audio, data, and virtual reality. We provide rigorous instruction in fundamental reporting and writing skills and ethics of journalism. Learn more at journalism.cuny.edu.

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

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MusicMaster is the fastest-growing and most powerful music scheduling software for radio and music television stations worldwide. musicmaster.com

Nautel is one of the world's largest manufacturers of AM and FM radio broadcast transmitters. With a deployment of over 15,000 transmitters (7,000 of which are AUI-enabled) in 177 countries, Nautel continues to provide valuable solutions for digital radio broadcasting. nautel.com

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Thursday Quick View

Nov. 2	9 a.m.	10 a.m.	11 a.m.	1 p.m.	2 p.m.	3 p.m.	4 p.m.
Maverick A Conference Center	Online Public File: What You Need to Know	Hit or Headache? Keys to Executing a Festival	Working With Your Administration	Facebook Live Video: Tips and Legalities	RadioFX: Use it Like a Pro	Starting with WordPress	Making Great Audio Production: Tips to Sound Awesome
Maverick B Conference Center	Promoting on Campus	Non-commercial Program Underwriting	On-Air Presence and Practice	Student Media Involvement: A Guide to Overachieving	Can your FCC Station be Exempt from Inspections?	Getting Along with Your Licensee	Balancing Advising and Scholarship
Navarro Conference Center	Get Your Video Accepted to Film Festivals	Double-Length Session: Management Styles: What's Best When?		Double-Length Session: Radio/TV/Multimedia Show and Tell		Facing the Challenges in Documentary Production	FCC Regulation ... From Pacifica to Colbert
Seguin Conference Center	Radio and Streaming Programming Roundtable	Reserved	Reserved	Radio Production Roundtable	Music Directors Roundtable	Reserved	Reserved
Regency East 1 Hotel Ballroom level	Social Media: How the Pros Do It	Building Community Partnerships in TV	LGBTQ Voices in Media	Developing and Implementing a Brand	Just Because You're Doing More Doesn't Mean You're Getting Anything Done	Surviving an FCC Inspection	Training Best Practices Roundtable
Regency East 2 Hotel Ballroom level	Music Scheduling 101: Music Scheduling Fundamentals	Music Scheduling 102: Music Library Curation	Music Scheduling 103: Proper Turnover and Clock Building	Music Scheduling 105: Rules and Controlling a Library	Music Scheduling 106: Scheduling Music	Music Scheduling 107: Zero to Database in One Hour	Music Scheduling 108: Q&A With MusicMaster
Regency East 3 Hotel Ballroom level	Sports Talk Radio	Strategic Planning for Student Media	Working with Boomers	Remote Broadcasts and Making Them Better Roundtable	How Government can Collaborate with College Radio	The Value of Free-Format Radio Roundtable	Music Rotation at a Formatted Station

Thursday Special Events

Noon-12:50 p.m. • Regency East 2
Music Scheduling 104: Lunch with Roger Allen
 For MusicMaster Genius Day participants ONLY. During hour four, you can join us for a catered lunch with a mentor. Marconi winner Roger Allen speaks about radio and music scheduling at KONO-FM.

5:15 p.m. • Regency East 1
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 share what you want from CBI.

Thursday By Appointment

• **Audio/Radio Clinics: 10 a.m. and 4 p.m.** • **Video/TV Clinics: 11 a.m. and 3 p.m.**

These sessions will each last 30 minutes. If space is available, sign up at the registration desk to have a one-on-one (or group) meeting with an adviser from another radio/audio or video/TV media outlet. The intent is to give you feedback on the questions you have about your operation. Meet at the registration table 10 minutes before your scheduled time.

Thursday Sessions

9-9:50 a.m. • Maverick A • Topics: Law
Online Public File: What You Need to Know
 FCC-licensed full-power radio stations have until March 1, 2018 to transition to the FCC-hosted online public file. Learn how to navigate the FCC site and what documents you need from an attorney and an adviser who has made the transition.
Jamie Lynn Gilbert, Associate Director of Student Media/Station Adviser, North Carolina State University, WKNC 88.1 FM HD-1
Donald Martin, Attorney, Donald E. Martin, P.C.

9-9:50 a.m. • Maverick B • Topics: Promotions, Web/Social Media
Promoting on Campus
 This session is going to focus on different ways students are promoting their station on campus, including through a mobile app, social media campaigns, giveaways and DJing on campus for events or in between classes.
Daisy Guevara, Program Director, University of the Incarnate Word, KUIW
Sandra Preciado, Communications Director, University of the Incarnate Word, KUIW

9-9:50 a.m. • Navarro • Topics: Video
Get Your Video Accepted To Film Festivals
 Film festivals are a great way to get your work seen by an audience. Your submission doesn't have to be a film; it can be a documentary, animation or many other genres. Learn from those that produce films, run a festival and oversee a film commission. A film festival could be the first step to your professional success.
Adam Rocha, Director, San Antonio Film Festival
Krystal Jones, Film Commissioner, San Antonio Film Commission
George Cisneros, Music and Media Director, URBAN-15

9-9:50 a.m. • Seguin • Topics: Leadership, Programming
Radio and Streaming Programming Roundtable
 From free form to block programming, community-based to student-only, internet only to AM/FM (or both), and curricular to extracurricular, radio programming is the centerpiece of any audio-only station. Focused primarily on non-commercial programming, this session includes discussion of the use of automation systems, training, retaining hosts, quality control and other related factors.
Dan Schumacher, General Manager/Faculty Adviser, Texas State University, KTSW 89.9
Dave Black, General Manager, University of Wisconsin-Madison, WSUM
Brian Lucas, Director of Radio, University of Wisconsin Whitewater, 91.7 The Edge

9-9:50 a.m. • Regency East 1 • Topics: Web/Social Media
Social Media: How The Pros Do It
 So you can take the perfect Instagram selfie? Or make the perfect tweet? Learn how to go pro with those social media skills in this session with communications professionals in radio, TV and public relations.
Katrina Kehoe, VP Communications and Marketing, KLRN Public TV
Kaiti Blake, Meteorologist, KSAT 12 ABC
JJ Lopez, General Manager, KRTU FM
Christina Ochoa, Founder, The Social Butterfly Gal

9-9:50 a.m. • Regency East 2 • Topics: Programming
Music Scheduling 101: Music Scheduling Fundamentals
 A lot of math and creativity goes into scheduling a music log against a 24-hour day. In hour one of our MusicMaster Genius Day, we'll cover what it means to be an artist or a mathematician in a music log and we'll take a close look at which side is more important or if both sides matter equally. This session is part of a series of Thursday sessions presented by convention sponsor MusicMaster.
Joe Knapp, Founder/President, MusicMaster

9-9:50 a.m. • Regency East 3 • Topics: Sports
Sports Talk Radio
 Are you passionate AND knowledgeable enough about sports to carry a three-hour show every day? This 20-plus year veteran will share his thoughts about show prep, dealing with callers, co-host interactions, social media, interviewing tips and more in this heavy Q&A session.
Jason Minnix, Talk Show Host, ESPN San Antonio - 94.5FM/AM1250
Warren Kozireski, General Manager, College at Brockport, WBSU

10-10:50 a.m. • Maverick A • Topics: Events, Promotions
Hit or Headache? Keys to Executing a Festival
 Learn how to develop a festival for your media outlet that generates excitement among students, support from administrators and positive relationships with the industry. Learn from a diverse panel of professional agents, advisers and students that have produced festivals and large concerts.
Stephen Merrill, Assistant Professor, Northwestern State University, KNWD
Ben Anshutz, Senior Agent, Gotham Artists
Ken Garland, Adviser, Bowling Green State University, BG-24 News

10-10:50 a.m. • Maverick B • Topics: Funding, Law
Non-commercial Program Underwriting
 Commercial companies can be a source of funding for your station. Sponsors will want you to talk about them on the air, and in fact the law requires you to identify program sponsors. But you cannot promote them or their products. Explore the fine line between those concepts and learn the dos and don'ts of program underwriting announcements.
Donald Martin, Attorney, Donald E. Martin, P.C.
June Fox, General Manager, Seattle Public Schools, KNHC C89.5 Radio

10-11:50 a.m. • Navarro • Topics: Leadership
Management Styles: What's Best When?
 Being a good manager is about combining skills working with people, operations and your culture, but how do you know when to use which skills? Learn how to combine different leadership and management tactics to get the best out of your team on any project. (Please note: Double-length session.)
Jessica Clary, Assistant Director of Student Media, SCAD Atlanta, SCAD Atlanta Radio
Trent Kling, Associate Professor, Pittsburg State University, CAPS 13 and KSEK-AM
Greg Newton, Adviser, Ohio University, ACRN Media
Rodger Smith, Faculty Adviser George Mason University, WGMU

10-10:50 a.m. • Regency East 1 • Topics: Programming, Video
Building Community Partnerships in TV
 With TV, your face and voice are well known in your community, but how do you make it a two-way street? Join these professionals in local television and learn the secrets to true interaction with your community on and off the air.
Alex Garcia, Chief Meteorologist, KABB Fox San Antonio
Katrina Kehoe, VP Communications and Marketing, KLRN Public TV

10-10:50 a.m. • Regency East 2 • Topics: Programming
Music Scheduling 102: Music Library Curation
 What goes into a music library that rotates? In hour two of our MusicMaster Genius Day, we'll go into depth on curating a music library. How are songs coded and what does that mean to the spirit and the sound of the music log? What attributes of a song should be kept in a music library? What are the best practices for maintaining complete song cards? This session is part of a series of Thursday sessions presented by convention sponsor MusicMaster.
Joe Knapp, Founder/President, MusicMaster

10-10:50 a.m. • Regency East 3 • Topics: Leadership
Strategic Planning for Student Media
 Strategic planning is seldom taught but it is a must-have skill for leaders in any field. Every leader has ideas, but few know how to develop realistic plans to accomplish them. In this session, you'll learn how to get your leadership team to work together on setting goals and how to create effective plans to achieve them.
Gregory Weston, General Manager, University of Pittsburgh, WPTS-FM

10 a.m. • Sign up at registration
Audio/Radio Clinics (By Appointment Only)
 Meet at the registration table 10 minutes before your scheduled time.
Warren Kozireski, General Manager, College at Brockport, WBSU
Will Robedee, General Manager, Rice University, KTRU

11-11:50 a.m. • Maverick A • Topics: Leadership, Management
Working With Your Administration
 Relationships between student-run media outlets and their university owners can be rocky and that can be dangerous for the media outlet. This session will discuss how you can improve those relationships while remaining true to your mission.
Warren Kozireski, General Manager, College at Brockport, WBSU
John Morris, General Manager, University of Southern Indiana, 95.7 The Spin

11-11:50 a.m. • Maverick B • Topics: Career
On-Air Presence and Practice
 Learn what it takes to create and maintain a winning on-air presence — from voice and program content, to creating a good overall presence for your station and in your community. Local TV personalities and reporters will show you how they've been successful and offer advice on what you should be doing right now to create a winning presence that will get you that on-air job when you graduate.
Ursula Pari, Anchor, KSAT 12 ABC
Alex Garcia, Chief Meteorologist, KABB Fox San Antonio
Paul Crutcher, Adviser, Lander University, XLR Lander Radio

Thursday Sessions

11-11:50 a.m. • Regency East 1 • Topics: Career

LGBTQ Voices in Media

Student media have a unique opportunity to cover important stories not always picked up by mainstream news, particularly issues impacting the LGBTQ community. In this session, learn how to cover the LGBTQ community accurately and respectfully and hear some challenges LGBTQ individuals have faced or are still facing in their media careers. **HannahO, On-air Personality, 96.7 KISS FM iHeart Media Austin**
Blayne Turner, DJ, Texas State University, KTSW 89.9

11-11:50 a.m. • Regency East 2 • Topics: Programming

Music Scheduling 103: Proper Turnover and Clock Building

Turnover and clock building is the foundation for great music logs that expose songs to a listener base in a systematic way. The success of your music log depends on the quality of your turnover. In this hour of our MusicMaster Genius Day, we'll cover clock building, turnover mathematics and working with turnover while you develop your clocks. This could be the most important hour of the day for developing great music logs. This session is part of a series of Thursday sessions presented by convention sponsor MusicMaster.

Joe Knapp, Founder/President, MusicMaster

11-11:50 a.m. • Regency East 3 • Topics: Career

Working with Boomers

Many of the supervisors and managers you will work with in the first years of your career will be baby boomers. As you get ready for those interviews and jobs, it's a good idea to know a little about how boomers think, what kinds of expectations they have and what it takes to succeed with someone like this in charge. We'll give you a clue about how boomers think and give you a chance to ask questions.

June Fox, General Manager, Seattle Public Schools, KNHC C89.5 Radio
Mary Lanoue-Gers, Integrated Media Specialist, Cox Media Group

11 a.m. • Sign up at registration

Video/TV Clinics (By Appointment Only)

Meet at the registration table 10 minutes before your scheduled time.

Steven Hames, Adviser, Berry College, Viking Fusion

Ken Garland, Adviser, Bowling Green State University, BG-24 News

Noon-12:50 p.m. • Regency East 2 • Topics: Programming

Music Scheduling 104: Lunch with Marconi Winner Roger Allen

For MusicMaster Genius Day participants ONLY. What is it like to run a radio station and be responsible for the final product? How much time is spent on music scheduling? What kind of research is involved and how is the final product produced and sent for air? During hour four, you can join us for a catered lunch with a mentor. Marconi winner Roger Allen speaks about radio and music scheduling at KONO-FM. This session is part of a series of Thursday sessions presented by convention sponsor MusicMaster.
Roger Allen, Director/Branding & Programming, Cox Media Group

1-1:50 p.m. • Maverick A • Topics: Video, Web/Social Media

Facebook Live Video: Tips and Legalities

Facebook Live video is an easy way to expand your station's reach via social media. We'll share some tips on getting started using Facebook Live video, some uses both in and out of the studio and some legal considerations as well. Audience feedback is almost instantaneous, and we've found it's a real hit with our students' parents.
Derrick Ginter, General Manager, Texas Tech University, KTXT-FM
Josh Robinson, Video Director, Texas Tech University, Mass Comm TV

1-1:50 p.m. • Maverick B • Topics: Career, Leadership

Student Media Involvement: A Guide to Overachieving

Student success is measured by leveraging college experience into a media career. Student media is how you make connections and gain resume-building experiences. Involvement is important, but so is having a job, a social life and keeping your grades up. College students adapt, but as your college years increase often does your student media responsibilities. How does one balance a college life, a social life, a work life and a media life? This session will offer guidance in getting involved, maximizing your time in student media and balancing that involvement with the rest of your schedule.
Amanda Beistle, Operations Manager, University of Wisconsin Oshkosh, Titan TV

Taylor Mueller, Programming Director, University of Wisconsin Oshkosh, Titan TV

Allie Pritchett, Executive Director, Berry College, Viking Fusion

Nani Melendez-Lopez, Entertainment Director, University of the Incarnate Word, UIWTV

1-2:50 p.m. • Navarro • Topics: Multimedia, Success Stories

Radio/TV/Multimedia Show and Tell

A fun, free-wheeling session where participants share their best work —

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Thursday Sessions

2-2:50 p.m. • Seguin • Topics: Programming, Roundtables

Music Directors Roundtable

This session is a roundtable for music directors and aspiring music directors to talk about getting music, reporting, life at the station without CMJ, and which of the new reporting sites work best.
Daisy Guevara, Program Director, University of the Incarnate Word, KUIW
Cristin Duquette, Music Director, University of the Incarnate Word, KUIW

2-2:50 p.m. • Regency East 1 • Topics: Career, Leadership

Just Because You're Doing More Doesn't Mean You're Getting Anything Done

Between your responsibilities at your media outlet, classes, homework, a part-time job and maybe a social life, you can sometimes feel like you're treading water and not getting anything done. This session will focus on time management tips to help cross more things off your to-do list.
Warren Kozireski, General Manager, College at Brockport, WBSU
Jamie Lynn Gilbert, Associate Director of Student Media/Station Adviser, North Carolina State University, WKNC 88.1 FM HD-1

2-2:50 p.m. • Regency East 2 • Topics: Programming

Music Scheduling 106: Scheduling Music

Once our clocks have been built and we have an effective rule tree in place, it's time to check schedule a log, edit music and non-music and view the final product. In hour six of our MusicMaster Genius Day, we'll cover schedule editing, advanced tips for log production, reports, reconciliations and exporting to an automation system. This session is part of a series of Thursday sessions presented by convention sponsor MusicMaster.
Joe Knapp, Founder/President, MusicMaster

2-2:50 p.m. • Regency East 3 • Topics: Programming, Promotions

How Government Can Collaborate with College Radio and the Music Industry
City and state governments often have offices and commissions dedicated to the development of the local and regional music industry. For many college stations, local music is a vital part of programming and community involvement. This session will discuss what opportunities may be available for your station to enhance programming and integrate with government entities to promote the local music ecosystem.
Krystal Jones, Film Commissioner, San Antonio, Film Commission
Marc Fort, Marketing Coordinator, Texas Music Office, Office of the Governor
Jacob Pierce, Publicist, JWP Promotions

3-3:50 p.m. • Maverick A • Topics: Web/Social Media

Starting with WordPress

WordPress makes up more than 25 percent of the internet's websites and is the world's fastest growing content management system. But what is it? And how do you get started? Join a seasoned WordPress developer to understand what makes it such a powerful platform for your website, some of the best practices in getting started, and some pitfalls to avoid along the way.
Jason Merrell, Creative Director, WebTegrity

3-3:50 p.m. • Maverick B • Topics: Leadership, Success Stories

Getting Along with Your Licensee

How does a heavy metal radio station thrive at a Catholic University? How does KSTW get to cover and broadcast so many different Texas State University 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. Bring your challenges too, as we'll have time at the end for questions and problem solving.
Mark Maben, General Manager, Seton Hall University, WSOU-FM
Parker Rhea, Sports Director, Texas State University, KTSW 89.9

3-3:50 p.m. • Navarro • Topics: Video

Facing the Challenges in Documentary Production

Documentaries seem an attractive format to produce, but as a long-form work and genre that defies a single definition the obstacles are many. This session explores some of those hurdles, from deciding on a basic approach best for the subject to the writing and production.
Dave Black, Assistant Professor of Radio/TV, University of Southern Indiana, SETV12

3-3:50 p.m. • Regency East 1 • Topics: EAS

Surviving an FCC Inspection

This session will help you better understand how the FCC Field Enforcement Bureau works on different fields, like in broadcast (with inspection involving EAS and public inspection files), interference to cellular and public safety.

Johnny Le, Electronic Engineer, FCC Enforcement Bureau

3-3:50 p.m. • Regency East 2 • Topics: Programming

Music Scheduling 107: Zero to Database in One Hour

Can you really go from nothing to radio station in one hour? Yes, you can! In our final hour of MusicMaster Genius Day, we'll work to build a station

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from scratch. We'll show you how to build libraries quickly, then move to clocks, rules and logs in no time. At the end of the hour, we'll have a working radio station to stream and listen to. This session is part of a series of Thursday sessions presented by convention sponsor MusicMaster.

Joe Knapp, Founder/President, MusicMaster

3-3:50 p.m. • Regency East 3 • Topics: Programming, Roundtables

The Value of Free-Format Radio Roundtable

For years, the classic college radio free-format programming design has connected campus and community programmers and listeners in real time ... while also creating lots of headaches for advisers, managers and DJs. Free format has undergone significant changes, with many stations completely abandoning the programming platform for automated systems. In this session, we'll have the opportunity to discuss free format radio, sharing (horror and success) stories and best practices, and getting to the heart of the human DJ issue — What makes showing up at 2 a.m. with a bag of records worth it to DJs and their community?
Ben Allen, Adviser, University of Kentucky, WRFL – Radio Free Lexington
Maya Collins-Paterson, General Manager, University of Kentucky, WRFL – Radio Free Lexington

3 p.m. • Sign up at registration

Video/TV Clinics (By Appointment Only)

Meet at the registration table 10 minutes before your scheduled time.

Steven Hames, Adviser, Berry College, Viking Fusion

Ken Garland, Adviser, Bowling Green State University, BG-24 News

4-4:50 p.m. • Maverick A • Topics: Promotions, Audio Production

Making Great Audio Production: Tips to Sound Awesome

What makes a radio commercial good or bad? It all begins with a goal in mind, and ends with carefully produced audio. A bad script can be well produced just as easily as a good script can be poorly produced. Let's talk how to write and produce radio commercials.
John Morris, General Manager, University of Southern Indiana, 95.7 The Spin
Ric Gonzalez, Creative Services Director, Cox Media Group

4-4:50 p.m. • Maverick B • Topics: Advisers, Success Stories

Balancing Advising and Scholarship

This session will discuss how media advisers who are also tenure-track or tenured professors work to maintain a balance between advising and research. We will explore administrator expectations for tenure-track faculty, challenges faculty face and tips faculty have for maintaining balance. We will also discuss research opportunities related to advising that those working to get tenure might want to pursue.
Len O'Kelly, Assistant Professor, Grand Valley State University, WCKS/GTV
Ngazi Akinro, Assistant Professor/Adviser, Texas Wesleyan University, Rambler TV
Moderator: Gregory Adamo, Associate Professor, Morgan State University

4-4:50 p.m. • Navarro • Topics: Law

FCC Regulation of Indecency, Obscenity and Profanity: From Pacifica to Colbert

Ever wonder what the seven dirty words you can't say on the radio and television are (or were) and why? Come find out! This session will discuss how the FCC regulates obscene, indecent or profane content, how those regulations have changed over time, and how courts have constrained the FCC in light of First Amendment considerations. We also will cover what you can do to avoid unwelcome FCC attention, how indecency rules may (or may not) affect your online webcasts and fines and what penalties you may face if you slip up. WARNING: Content may not be suitable for all audiences!
Daniel Kirkpatrick, Member Attorney, Fletcher, Heald & Hildreth

4-4:50 p.m. • Regency East 1 • Topics: Programming, Roundtables

Training Best Practices Roundtable

In this session, students and adviser/managers will have the opportunity to discuss their approach to training programmers and other student staff. We'll share stories about what works, what doesn't work and hopefully generate some common best practices concepts and methods. Please bring any training materials you use, including manuals, handouts, tests, etc.
Ben Allen, Adviser, University of Kentucky, WRFL – Radio Free Lexington
Phil Kislring, Assistant Programming Director, University of Kentucky, WRFL – Radio Free Lexington

4-4:50 p.m. • Regency East 2 • Topics: Programming

Music Scheduling 108: Q&A With MusicMaster

This hour will be open for Q&A with everyone who has attended any of MusicMaster's Music Scheduling sessions throughout the day. Stop by with your questions and get one-on-one advice from the MusicMaster team, including Founder Joe Knapp. This session is part of a series of Thursday sessions presented by convention sponsor MusicMaster.
Joe Knapp, Founder/President, MusicMaster

Thursday Sessions

4-4:50 p.m. • Regency East 3 • Topics: Programming
Music Rotation at a Formatted Station

Some college radio stations carry only a single music format, while some have two or three formats. For stations like this, what approach do they take to scheduling music? Find out the science and theory behind these station's approaches, including music categories and what an hourly clock looks like to get the desired sound.

Colin McDuffee, Music Director, University of Southern Indiana, 95.7 The Spin

4 p.m. • Sign up at registration

Audio/Radio Clinics (By Appointment Only)

Meet at the registration table 10 minutes before your scheduled time.

Warren Kozireski, General Manager, College at Brockport, WBSU

Will Robedee, General Manager, Rice University, KTRU

5:15 p.m. • Regency East 1

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 share what you want from CBI.

CBI Board of Directors

6:30 p.m. • Garden Terrace (Hotel first floor)

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 see the swag media outlets are using, learn about 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 88.1 FM HD-1



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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



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. spintron.com. Contact: Eva Papp, (617) 233-3115.



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WSOU 89.5 FM is the student-run radio station of Seton Hall University. In addition to its renown heavy metal/loud rock format, WSOU also broadcasts Seton Hall athletics, religious, and public affairs programming. Winner of the 2016 Marconi Award for Noncommercial Station of the Year, WSOU is part of Seton Hall's College of Communication and the Arts. For more information visit wsou.net and shu.edu/communication-arts.

CBI Board of Directors & Special Acknowledgments



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Friday Quick View

Nov. 3	9 a.m.	10 a.m.	11 a.m.	1 p.m.	2 p.m.	3 p.m.	4 p.m.
Maverick A Conference Center	The Basics and Beyond: Broadcast Video Production	Breaking into the Radio Biz in 2017	College Radio Day: The Lotion for Station Promotion!	Live Music Event Planning and Execution	Hot Copyright Issues	Making Professional Videos for Your Clients	The Basics and Beyond: DSLR and Mirrorless Cameras
Maverick B Conference Center	Great Public Relations: How to Do It	I'm in Charge, Now What?!	Quality Blogging for your Radio Station Website	Legally Play Music and Pay Artists/Composers	Selecting and Caring for Your Staff	What's Happening in Washington?	Get the Administration on Your Side
Navarro Conference Center	How to Tell Award-Winning TV Sports Stories	Successful Television: Where Does It Start?	TV Football Play-by-Play: How to Be a Success	Radio Station Videos That Work	Analytics, Ethics and Aesthetics of Video in Social Media	Topics in Radio Management	Bear Traps Everywhere: Navigating in a World of Fake News
Seguin Conference Center	How to Effectively Make Change Roundtable	Web-Only Station Roundtable	Radio Program Directors Roundtable	TV/Video Production Roundtable	Station Manager Roundtable	Social Media Roundtable	Video/TV Advisers Roundtable
Regency East 1 Hotel Ballroom level	Incorporating Social Media in Radio News Reporting	Working with a Music Rep at Your Radio Station	50 Promotions Ideas in 50 Minutes	Making Your Station Financially Independent	Music Directors: Choosing Your Music	Station Event Planning	The Format Landscape 2017: Finding Your Place
Regency East 2 Hotel Ballroom level	Double-Length Session: Charting Post-CMJ		Ask the FCC Lawyers	Reserved	Reserved	Reserved	Reserved
Regency East 3 Hotel Ballroom level	Drones on Campus	Sports Broadcasting from the Other Side	Getting Your First Job in TV	Play-by-Play 101	Best Practices for Digital Media Management and Archiving	Growing Your Sports Audience with Social Media	News Coverage in Macedonia

Friday By Appointment

- **Audio/Radio Clinics: 10 a.m. and 2 p.m.**
- **Video/TV Clinics: 9 a.m. and 4 p.m.**

These sessions will each last 30 minutes. If space is available, sign up at the registration desk to have a one-on-one (or group) meeting with an adviser from another radio/audio or video/TV media outlet. The intent is to give you feedback on the questions you have about your operation. Meet at the registration table 10 minutes before your scheduled time.

Resume and Career One-On-One Reviews with Glenn Schuck

• 11 a.m. - noon, 1-2 p.m.

Glenn Schuck is a longtime reporter/anchor for America's most listened to all news radio station, 1010 WINS in New York City. Glenn is also a member of the WSOU Advisory Board at Seton Hall University. He will sit with each student individually not only for resume review, but career advice and planning. Students must sign up for the session, which will be one-on-one for 10-15 minutes, and provide their own playback device and a hard copy of their resume.

Friday Sessions

9-9:50 a.m. • **Maverick A** • Topics: Video

The Basics and Beyond: Broadcast Video Production

The traditional television camera has come a long way since its early days. Broadcast camera technology now entails a large range of equipment and image devices used in video production. This session covers the electronic news gathering (ENG) video camera with focus on key terminology and best practices used in professional television production. Topics will include ENG camera techniques, mastering the manual lens and the buttons on your camera.

Herbert Jay Dunmore, TV Studio Manager, Loyola University Maryland, Greycomm Studios

9-9:50 a.m. • **Maverick B** • Topics: Web/Social Media, Public Relations

Great Public Relations: How to Do It

You have great radio content. Now it is time to persuade audiences to pay attention to your station. Learn how to achieve successful public relations, event planning and social media management in order to boost your station's brand and build a community people want to join.

Erin Dickman, Public Relations Manager, Georgia College, WGUR 95.3 FM Kady Johnston, Social Media and Website Manager, Georgia College, WGUR 95.3 FM

9-9:50 a.m. • **Navarro** • Topics: Sports, Video

How to Tell Award-Winning TV Sports Stories

What makes a TV sports story an award-winning story? Find out from award winner Vinnie Vinzetta, KENS 5-TV Sports Director. Vinezetta has won numerous awards for his TV sports work. See these award-winning video stories and learn what it took to produce them. Gain insight into how one approaches a story, what takes place in the field and the all-important post-production process. Take your news or sports package from just another package to one that gains the attention of others.

Vinnie Vinzetta, Sports Reporter/Anchor/Producer/Photographer, KENS 5 TV

9-9:50 a.m. • **Seguin** • Topics: Leadership, Roundtables

How to Effectively Make Change Roundtable

Discuss with other media outlets how to make effective changes to your program and how to overcome the fear of change. Whether it is changing your staff structure, upgrading technology or just getting rid of old routines, change can be beneficial. This roundtable applies to any combination of radio, video or multimedia organizations.

Sam Bulkley, Video Coordinator, Colorado State University, KCSU FM

9-9:50 a.m. • **Regency East 1** • Topics: News, Web/Social Media

Incorporating Social Media in Radio News Reporting

Texas Public Radio reporter Joey Palacios explains how to ramp up your radio news with Facebook Live and Twitter feeds.

Joey Palacios, Reporter, Texas Public Radio, KSTX FM

9-10:50 a.m. • **Regency East 2** • Topics: Programming

Charting Post-CMJ

The demise of CMJ has left many stations wondering, what to do. Where should college media outlets report their charts now? What new options are in development? In 2017, does charting still matter? This panel will offer several different perspectives on "life after CMJ," from how to report your spins now, to emerging services, to why charting still might matter to your station. (Please note: Double-length session.)

Eva Papp, Co-Founder, Spintron

Mikey Goldenberg, Director of Platform Services & Development, RadioFX

and General Manager, University of Colorado, KVCU

Troy Vita, Music Director, Texas State University, KTSW 89.9

Shil K. Patel, Owner, Tiger Bomb Promotion

Chip Adams, Co-Founder, Modern Outsider Records + Management

Moderator: Rob Quicke, Assistant Professor/General Manager, William Paterson University, WPSC-FM

9-9:50 a.m. • **Regency East 3** • Topics: Tech

Drones on Campus

This session will discuss the process to become certified by the FAA to fly drones for commercial purposes (flying as part of a class falls under this category) and some of the hurdles you must clear before flying on campus. What can you do and what's prohibited?

Dale Blasingame, Senior Lecturer, Texas State University

Sara Shields, Freelance Photographer/Videographer

9 a.m. • **Sign up at registration**

Video/TV Clinics (By Appointment Only)

Meet at the registration table 10 minutes before your scheduled time.

Steven Hames, Adviser, Berry College, Viking Fusion

Ken Garland, Adviser, Bowling Green State University, BG-24 News

10-10:50 a.m. • **Maverick A** • Topics: Career, Success Stories

Breaking into the Radio Biz in 2017

Several recent CBI convention attendees will talk about what they have done since leaving college to make it in the biz of electronic media. Dana Schaeffer will talk about her quick move into news at 1010 WINS in New York City which has now lead her to Los Angeles and producing at KISS FM. **Glenn Schuck, Anchor/Reporter, CBS Radio, 1010 WINS**
Dana Schaeffer, Producer, KIIS FM iHeartMedia Los Angeles
Brody Simmons, Y100 Afternoon Drive/Digital Content, Cox Media Group San Antonio

10-10:50 a.m. • **Maverick B** • Topics: Leadership, Management

I'm in Charge, Now What?!

You've become a manager at your student-run media outlet. 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

Alicia Campos, Station Manager, Seton Hall University, WSOU-FM

10-10:50 • **Navarro** • Topics: Programming, Video

Successful Television: Where Does it Start?

Everyone will tell you one of the most important parts of production is pre-production, but what exactly does that entail? Join us as we discuss what happens in pre-production: tasks needed to be done, how to delegate, recruit, communicate effectively and prepare for the unpredictable. Learn how take the principles of pre-production and apply it in the studios or in the field. **Sean Becher, Station Manager, University of Wisconsin Oshkosh, Titan TV**
Trevor Woloszyk, News Director, University of Wisconsin Oshkosh, Titan TV
Eric Jackson, Production Supervisor, Berry College, Viking Fusion
Marco Cadena, Communications Director, University of the Incarnate Word, UIWTV

10-10:50 a.m. • **Seguin** • Topics: Programming, 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

10-10:50 a.m. • **Regency East 1** • Topics: Programming

Working with a Music Rep at Your Radio Station

The music rep and radio station relationship is vital to successful radio. Find out how to work with the rep to keep the good music going your way. Learn how to ask for the right music, how often you can turn down music and some of the benefits of keeping this connection.

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

Oscar Zubia Jr., Head of Radio Promotion, The Planetary Group

10-10:50 a.m. • **Regency East 3** • Topics: Events, Sports

Sports Broadcasting from the Other Side

Sports Information officers and directors are essential to your game broadcast but what are their pet peeves? From reserving space with plenty of advanced notice to reading those game notes and everything in between, talk with this SID to hear how to make his job easier and yours more successful. **Hank McDonnell, General Manager/Adviser, University of the Incarnate Word, KUIW and UIWTV**
Zach Carlton, Assistant SID, University of the Incarnate Word, Athletics

10 a.m. • **Sign up at registration**

Audio/Radio Clinics (By Appointment Only)

Meet at the registration table 10 minutes before your scheduled time.

Warren Kozireski, General Manager, College at Brockport, WBSU

Will Robedee, General Manager, Rice University, KTRU

11-11:50 a.m. • **Maverick A** • Topics: Promotions, Success Stories

College Radio Day: The Lotion for Station Promotion!

Use College Radio Day to help promote your station. Students from KTXF-FM will show examples of how they used CRD to promote the station to their fellow students and the local community. We have ideas (and lessons learned) on how you can make CRD a powerful promotional tool to gain additional exposure for your station.

Derrick Ginter, General Manager, Texas Tech University, KTXF-FM

Rob Quicke, Assistant Professor/General Manager, William Paterson University, WPSC-FM

Andrew Marks, Operations Director, Texas Tech University, KTXF-FM

Friday Sessions

11-11:50 a.m. • Maverick B • Topics: Multimedia, Web/Social Media Quality Blogging for your Radio Station Website

Your listeners want more from your website than just your stream. Learn how three stations use their websites for insights, DJ updates and more through blogging.

Asia Daggs, Web Content Manager, Texas State University, KTSW 89.9

Aaron Chatman, Station Manager, University of Southern Indiana, 95.7 The Spin

11-11:50 a.m. • Navarro • Topics: Sports, Video TV Football Play-by-Play: How to Be a Success

A lot of work must be done to be a successful TV play-by-play announcer. Hours of prep are done before the game to make those three hours sound natural. Find out how it's done and learn tips on how to get ready for the broadcast and then sound like a professional on the air. Vinnie Vinzetta was the play-by-play voice of the Texas Tech Television Network where he called legendary Bob Knight's 800th career victory.

Vinnie Vinzetta, Sports Reporter/Anchor/Producer/Photographer, KENS 5 TV

11-11:50 a.m. • Seguin • 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 media outlet, with each assigned to a different group of eight to maximize information sharing.

Carlton Cook, Program Director, University of Wisconsin-Madison, WSUM

11-11:50 a.m. • Regency East 1 • Topics: Events, 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 89.9

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

11-11:50 a.m. • Regency East 2 • Topics: Law Ask the FCC Lawyers

Three attorneys who practice law before the FCC will be available to answer your questions concerning FCC rules, regulations and practices. This is strictly a question-and-answer session, so come prepared with your questions.

David O'Connor, Partner, Wilkinson, Barker, Knauer LLP

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

Daniel Kirkpatrick, Member Attorney, Fletcher, Heald & Hildreth

11-11:50 a.m. • Regency East 3 • Topics: Career Getting Your First Job in TV

Setting yourself apart from the other new college graduates is important, and there are great technological, social media and other options out there for you to take advantage of. Learn from a few professionals how they got there.

James Keith, Reporter, KENS 5 TV

Kaiti Blake, Meteorologist, KSAT 12 ABC

Katrina Kehoe, VP Communications and Marketing, KLRN Public TV

11, 11:15, 11:30 and 11:45 a.m. • Sign up at registration • Topic: Careers Resume/Career Review (By Appointment Only)

Meet at the registration table 10 minutes before your scheduled time.

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

1-1:50 p.m. • Maverick A • Topics: Events Live Music Event Planning and Execution

Looking for a new way to engage your student staff and volunteers, connect with your audience and also promote your college radio station? Events are a great way to accomplish both and maybe raise some money. But putting on an event is not an easy process. This session will give you practical information on funding, booking the venue, booking talent, contracts, timeline, etc. when planning an event.

Tyler Dallman, Assistant Live Band Coordinator, University of Wisconsin-Madison, WSUM

Jamie Halla, General Manager, North Carolina State University, WKNC 88.1 FM HD-1

Rachel Bennett, Station Manager, University of Kansas, KJHK 90.7 FM

1-1:50 p.m. • Maverick B • 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. 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.

Will Robedee, Executive Director, CBI

Travis Ploeger, Director, License Management, SoundExchange

Karyn Ablin, Member Attorney, Fletcher, Heald & Hildreth

1-1:50 p.m. • Navarro • Topics: Promotions, Video Radio Station Videos That Work

Videos are a great way to help promote your radio station. These videos come in all forms — goofy, highlighting a station member, music reviews and more. But which type of video works best? Learn what works and doesn't from these student station videographers. You'll see some of their videos and the analytics that will show their success or lack thereof.

Mariah Winne, Video Director, University of Southern Indiana, 95.7 The Spin Andrew Pham, Student Video Director, Neumann University, Neumann Media

Michael Yarabinee, Video Director, Neumann University, Neumann Media Nathan Fabiniak, Social Media Manager, Streetsboro High School, 88.9 WSTB The Alternation

1-1:50 p.m. • Seguin • Topics: Roundtables, Video Television/Video Production Roundtable

Producing television shows and videos can be challenging. Meet with advisers and staffs of other stations to discuss and share your thoughts on best practices and challenges in television and video production. Topics may include pre- and post-production challenges, studio and field shooting, cameras, media format and more.

Steven Hames, Adviser, Berry College, Viking Fusion

1-1:50 p.m. • Regency East 1 • Topics: Funding Making Your Station Financially Independent: A Step-by-Step Guide to an Annual Pledge Drive

Learn how to increase your station's income and reduce your reliance on institutional funding. The session specifically addresses the needs of stations with small budgets, part-time staffs and minimal resources. It will also offer tips on how larger stations can improve their fundraising efforts.

John Onderdonk, Faculty Adviser, San Antonio College, KSYM-FM

James Velten, Program Director, San Antonio College, KSYM-FM

1-1:50 p.m. • Regency East 3 • Topics: Sports Play-by-Play 101

Whether it is 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 this 22-year veteran. Make sure you ask about his experience with sales.

Mike Saeger, Director of Broadcasting, San Antonio Mission

1, 1:15, 1:30 and 1:45 p.m. • Sign up at registration • Topic: Careers Resume/Career Review (By Appointment Only)

Meet at the registration table 10 minutes before your scheduled time.

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

2-2:50 p.m. • Maverick A • Topics: Web/Social Media, Copyright, Law Hot Copyright Issues for Colleges Navigating the World of Online Content

As colleges' online presence increases, so does the urge to use music and images that could make a website more appealing. But when content was created by others, colleges risk stepping on expensive legal minefields unless they secure necessary rights. This session will cover basics and hot issues, including: Who is Global Music Rights? Do I need a license from Global Music Rights for my online station if I already pay ASCAP, BMI and SESAC? Can I save money by playing recordings created before 1972? Can I use photographs on my website that I find online?

Karyn Ablin, Member Attorney, Fletcher, Heald & Hildreth

2-2:50 p.m. • Maverick B • Topics: Leadership Selecting and Caring for Your Staff: Recruiting, Training and Retaining On-Air DJs

Filling your program schedule with talented DJs isn't always easy. There are countless student organizations on your campus, so how exactly do you stand out from the crowd? Once you do get their attention, where do you go from there? DJ applications, training classes and teaching them to touch the audio board are the next processes in building a staff. After your new DJs are finally trained comes the hardest part: keeping the staff involved and interested. This session will be a discussion on recruitment of new staff, their training and keeping them around and engaged.

Jamie Halla, General Manager, North Carolina State University, WKNC 88.1 FM HD-1

Savannah Sherer, Station Manager, University of Texas at Dallas, Radio UTD

Friday Sessions

2-2:50 p.m. • Navarro • Topics: Video, Web/Social Media Analytics, Ethics and Aesthetics of Video in Social Media

Are you looking for ways to get more eyes on your social media? One proven way is by posting video. But there is a little more to it than that. This session will look at the numbers behind the posting of videos, basic techniques to ensure good video (especially on those "raw" and "live" videos), while also looking at the ethical questions one should ask when posting some videos.

Steven Hames, Adviser, Berry College, Viking Fusion

Huitt Rabel, Multimedia Specialist, Reinhardt University Marketing & Communications

Allen Dutch, Assistant Professor of Communication, Georgia Highlands College

2-2:50 p.m. • Seguin • Topics: Leadership, Roundtables Station Manager Roundtable

Share and connect ideas with other station managers around the country. This roundtable will provide insight into other organization's staff and volunteer structures and open up the possibilities to explore new ways to facilitate station improvements. Bring questions to discuss with other station managers and be ready to share your ideas. This roundtable applies to any combination of radio, video or multimedia organizations.

Sam Bulkley, Video Coordinator, Colorado State University, KCSU FM

2-2:50 p.m. • Regency East 1 • Topics: Programming Music Directors: Choosing Your Music

Stations are sent huge amounts of music every week. How do you decide what's worth airplay? This will be a discussion for music directors to connect and share their strategies for picking out good music and learn how to maximize the percentage of great, relevant content they receive.

Jules Conlon, Music Director, North Carolina State University, WKNC 88.1 FM HD-1

Brittany Russell, Music Director, Gettysburg College, WZBT 91.1

2-2:50 p.m. • Regency East 3 • Topics: Tech, Video Best Practices for Digital Media Management and Archiving

Unclear on how to manage all the hours of content your media outlet produces? Having problems with conflicting codecs and post-production workflow? Interested in building an archive to preserve programming for years to come? This session will offer best practices and potential solutions for digital media management and archiving.

Justine Stokes, Director of TV Services, University of Wisconsin Oshkosh, Titan TV

Hank McDonnell, General Manager/Adviser, University of the Incarnate Word, KUIW and UIWTW

2 p.m. • Sign up at registration Audio/Radio Clinics (By Appointment Only)

Meet at the registration table 10 minutes before your scheduled time.

Warren Kozireski, General Manager, College at Brockport, WBSU

Will Robedee, General Manager, Rice University, KTRU

3-3:50 p.m. • Maverick A • Topics: Video Making Professional Videos for Your Clients

When you work in a video production house, your job is to produce the highest quality video while satisfying your client. Learn the tricks of the trade from this award-winning producer to make your videos stand out from the rest in the areas of event coverage, testimonial interviews, promotional videos, internal training and product demonstrations.

Rogelio Zamora Chavez, Owner/Founder, Rogy Productions

3-3:50 p.m. • Maverick B • Topics: Law

What's Happening in Washington? A Regulatory and Legislative Outlook

No matter how far away from D.C. you live, what goes on in our nation's capital affects your day-to-day operations. This session will discuss current and upcoming proceedings in Washington that will impact college media with an online and broadcast presence. Not only will we touch on ongoing FCC proceedings including ownership regulation, the main studio rule, the incentive auction television repack and AM revitalization, but we also will cover potential Congressional actions that may affect college media. We will also discuss regulation from other agencies, including the FAA's (and FCC's) role in regulating operations of unmanned aerial vehicles (drones).

Daniel Kirkpatrick, Member Attorney, Fletcher, Heald & Hildreth

3-3:50 p.m. • Navarro • Topics: Leadership, Success Stories Topics in Radio Management

Many factors, such as on-air and off-air staffs, branding, intended audience and data collection, can all affect station success. This session will showcase how three different college radio stations make decisions on radio station student management and help you consider what structure and training options are best for your station.

Aleesa Kuznetsov, Station Manager, University of Wisconsin-Madison, WSUM

Rachel Bennett, Station Manager, University of Kansas, KJHK 90.7FM

Belen Ramos, Station Manager, Texas State University, KTSW 89.9

3-3:50 p.m. • Seguin • Topics: Roundtables, Web/Social Media Social Media Roundtable

In a thoughtful discussion, we are gathering social media minds to share their techniques on how to increase brand awareness, effective policy making and how to adapt to the evolving online culture.

Courtney Castillo, Social Media Administrator, Texas State University, KTSW 89.9

3-3:50 p.m. • Regency East 1 • Primary Topic: Events Station Event Planning

Has your station ever thought about hosting a benefit? Bringing in your audience to see a featured guest? Or do you just want to do something for your audience and college? Then this session is for you. Panelists will discuss various types of events a station can host, from big multi-day events to small intimate settings with a guest, as well as discuss competition from other campus organizations, using the event to create content, and the ins and outs of planning and building an event. This session will focus primarily on non-live music events.

Steven Hames, Adviser, Berry College, Viking Fusion

Hank McDonnell, General Manager/Adviser, University of the Incarnate Word, KUIW and UIWTW

Lisa Marshall, Station Manager, Muskingum University, WMCO

3-3:50 p.m. • Regency East 3 • Topics: Sports, Web/Social Media Growing Your Sports Audience with Social Media

At many college media outlets, covering sports is an important part of the student and audience experience. Yet many overlook the opportunities that social media offers stations to enhance their sports coverage and build an audience. This session will provide real-world examples of how student-run stations can use things live tweeting games, Twitter polling, Facebook Live, exclusive content and more to get your audience engaged with your station while building marketable skills among your sports staff.

Erin Kelly, Social Media Manager, Seton Hall University, WSOU-FM

Kevin Huebler, Sports Director, Seton Hall University, WSOU-FM

4-4:50 p.m. • Maverick A • Topics: Video

The Basics and Beyond: DSLR and Mirrorless Cameras

The worlds of cinematography, videography and photography are converging at an unprecedented rate. It's increasingly important to know the similarities and differences of their related technologies. This session will cover DSLR (mirrored) and MILC (mirrorless) camera technologies that are prevalent in production. Special attention will be provided to lenses and best production practices. Participants are encouraged to bring their own camera.

Herbert Jay Dunmore, TV Studio Manager, Loyola University Maryland, Greycomm Studios

4-4:50 p.m. • Maverick B • Topics: Podcasting, Programming Get the Administration on Your Side: The College Public Affairs Program

Having trouble getting college administration on your side? This session provides a guide to set up a public affairs program that features your college president as the featured guest. It includes a breakdown of the show format and tips for making the Public Information Office your ally and co-workers in producing weekly content.

James Velten, Program Director, San Antonio College, KSYM-FM

Russell Guerrero, Public Information Officer, San Antonio College

Cavett McCrary, Senior Communications Specialist, Texas A&M University

San Antonio, The Mesquite

4-4:50 p.m. • Navarro • Topics: News, Web/Social Media

Bear Traps Everywhere: Navigating in a World of Fake News

Was HIV really found in Walmart bananas? Is the GOP in meltdown mode? Headlines like these crop up in our daily social media feeds and emails. Even potential news sources with hidden agendas try to influence news coverage. This session will provide advice on best practices for student reporters to avoid potential bear traps and black marks on your reputation.

Bernice Kearney, News Director, KSAT 12 ABC

Sandra Santos, Assistant City Editor, San Antonio Express

4-4:50 p.m. • Seguin • Topics: Roundtables, Video Video/TV Advisers Roundtable

College TV and video advisers face a unique set of challenges: Keeping up with changes in technology, law and policy while providing compelling and entertaining content. In this unstructured session, exchange ideas and seek solutions from your fellow advisers.

George Franklin, General Manager, University of Oklahoma, KXOU/OUTV

Ngozi Akinro, Assistant Professor/Adviser, Texas Wesleyan University,

Rambler TV

Friday Sessions

4-4:50 p.m. • Regency East 1 • Topics: Programming
The Format Landscape 2017: Finding Your Place

How do format decisions get made? Where are the various formats in terms of ratings and in relationship to each other these days? Why does format still matter when everybody listens to "a little bit of everything"? What are the formats of the future? And, in this case, what are the format opportunities for non-commercial radio if you don't do free form?
Sean Ross, VP Music & Programming, Edison Research, Ross On Radio Newsletter

4-4:50 p.m. • Regency East 3 • Topics: Advisers, News
News Coverage in Macedonia

Igor Stojanov, a journalist and lecturer from Macedonia, will speak regarding journalism and reporting in his home country. While visiting as a fellow at George Mason University, Stojanov is also conducting research on how to better motivate his students in his home country. The learning will come from you and him.

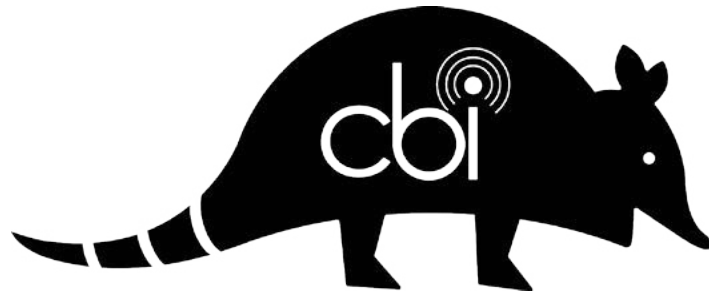
Igor Stojanov, Fellow, George Mason University, WGMU
Rodger Smith, Faculty Adviser, George Mason University, WGMU

4p.m. • Sign up at registration
Video/TV Clinics (By Appointment Only)

Meet at the registration table 10 minutes before your scheduled time.
Steven Hames, Adviser, Berry College, Viking Fusion
Ken Garland, Adviser, Bowling Green State University, BG-24 News

9 p.m. • President's Suite
Advisers Reception

For advisers only. Join the CBI board and your peers in the president's suite while enjoying some snacks and beverages.
John Morris, President, CBI



Help us improve the National Student Electronic Media Convention!
 Visit askcbi.org/sanantonio/survey to share your thoughts!

Saturday Sessions

Nov. 4	9 a.m.	10 a.m.	11 a.m.
Bowie C Conference Center	Breaking into Sports Media	Radio Advisers Roundtable	Writing Professional Newscasts
Maverick A Conference Center	Double-Length Session: Adobe Creative Cloud: Broadcast Tools		Connecting With Your Audience Through Social Media
Maverick B Conference Center	Transforming Media Labs into Incubators	Diversity and Media: State of the Profession and Student Media	FERPA: My Friend Made Campus News ... Can I Report It?
Navarro Conference Center	What the Heck is Up in Athens, Ga.?	How Podcasting Can Work for Your Media Outlet	Creating Your Own Syndicated Program
Seguin Conference Center	Operating a Radio Station on a Shoestring Budget Roundtable	Roundtable: Successful Money-Grubbing	2018 Seattle Convention Planning Session

9-9:50 a.m. • Bowie C • Topics: Career, Sports
Breaking into Sports Media

Many students say they want to work in the sports media field, but how do you get your foot in the door? Just three years since graduation, our speaker is starting her second season as a reporter covering the NBA Spurs – her fourth professional job.
Cayleigh Griffin, Reporter, Spurs Sports & Entertainment/FOX Sports Southwest

9-10:50 a.m. • Maverick A • Topics: Video
Adobe Creative Cloud: Broadcast Tools

In this session, attendees will learn key concepts and strategies to best use Adobe Creative Cloud software, including advanced video editing techniques; creation of motion graphics, dynamic text and image compositing; media management and a variety of time-saving tactics. Whether a novice or intermediate user, you'll walk away with a strong foundation and techniques to take your productions to the next level. [Please note: Double-length session.]
Herbert Jay Dunmore, TV Studio Manager, Loyola University Maryland, Greycomm Studios

9-9:50 a.m. • Maverick B • Topics: Video, Web/Social Media
Transforming Media Labs into Incubators

What if media labs became incubators and launch pads for student-owned content? Media content creators are working out of bedrooms, cars and rental offices. Professional co-op spaces provide a radical shift in entrepreneurial business and offer a viable model for cooperative creation and asset sharing in education.
Cory Carpenter, Assistant Professor of Digital Media and Director, Lander University, LUX Studio
Tanner Stone, Student, Lander University
Corey Clark, Owner, COLAB San Antonio

9-9:50 a.m. • Navarro • Topics: Programming, Local Music
What the Heck is Up in Athens, Ga.?

Athens, Ga. is a small college town with a historic, eclectic music scene. Come find out how WUOG 90.5 FM has continued to play a vital role in the local music and greater community for 45 years over the air and in the streets.
Isabella Ballew, Local Music Director, University of Georgia, WUOG 90.5 FM

Saturday Sessions

9-9:50 a.m. • Seguin • Topics: Funding, Roundtables
Operating a Radio Station on a Shoestring Budget Roundtable

In the session, participants will have the opportunity to hear from each other about the experience of starting and developing a radio station from the ground up. Discussion topics may include building support from stakeholders including school administrators and the community at large, selecting equipment and vendors to fit your budget, creating a website and designing the layout for the station, generating interest, recruiting students and building a following through social and traditional media outlets. Participants will have an opportunity to discuss their experiences, ask questions, learn from one another and bring back ideas.
Danielle Francavilla, President, St. Francis College, SFC Radio
Joel Otero Jr., Secretary, St. Francis College, SFC Radio

10-10:50 a.m. • Bowie C • Topics: Advisers, Roundtable
Radio Advisers Roundtable

College radio advisers face a unique set of challenges. Handling administrators who don't understand the radio industry, keeping up with changes in technology, law and policy, and providing around-the-clock content. In this unstructured session, exchange ideas and seek solutions from your fellow advisers.
Gregory Weston, General Manager, University of Pittsburgh, WPTS-FM

10-10:50 a.m. • Maverick B • Topics: Career, Leadership
Diversity and Media: State of the Profession and Student Media

Diversity in the media continues to receive attention from critics, scholars and the general public. For student media it can often be an area where people avoid discussion. This session will explore this topic with professionals and those with experience in college media. We will also address the importance of inclusion for students looking for a media career.
Blaise Labbe, Director of News, WOAI/KABB
Marvin Hurst, News Reporter, KENS 5 TV
Gregory Adamo, Associate Professor, Morgan State University

10-10:50 a.m. • Navarro • Topics: Multimedia, Podcasting
How Podcasting Can Work for Your Media Outlet

Looking to extend the reach of your media brand? Find out how podcasting can help your station grab the audience's attention. From learning how to podcast to demonstrating how to promote podcasts via social media, this session will explain how podcasting can be a viable product for your media outlet.
Chris Kuborn, Digital Media Technology Instructor, Northeast Wisconsin Technical College, TC Campus Connection – TC3.io
Derek Jones, Station Manager, Rowan University, Rowan Radio

10-10:50 a.m. • Seguin • Topics: Funding
Roundtable: Successful Money-Grubbing

One vital aspect of college radio is getting funding. KJHK has done well in receiving funding and getting fee proposals approved by student senate the past few years. However, with more media outlets appearing daily, and with all of the different sizes and types of college radio stations, these organizations could learn from each other about different types of funding and the best (and worst) practices in procuring it for college radio.
Dylan Fox, Program Director, University of Kansas, KJHK 90.7 FM

11-11:50 a.m. • Bowie C • Topics: Career, News
Writing Professional Newscasts and How to Network as a Student

Need to tell a news story, use audio and only have 30 seconds to do so? This session will help you become more precise in your storytelling while still painting the whole picture for your listeners. Learn the importance of getting to know your local officials while still a student and how to make yourself known among professionals.
Christie York, News Anchor/Reporter, Midwest Communications, WIKY

11-11:50 a.m. • Maverick A • Topics: Success Stories, Web/Social Media
Connecting With Your Audience Through Social Media

No media outlet, organization, reporter, DJ or anyone in media can escape the need to be on social media to engage listeners, tell stories and build their brand. But how exactly do you do that? What are the best practices to follow? What shouldn't you do? Come hear three social media professionals working in different media share how they are using social media to connect with their respective audiences to help listeners, viewers and fans feel part of the family.
Julie Gill Moreno, Executive Producer – Social Media, KSAT 12 ABC
Megan Julian, Social Media Coordinator, San Antonio Spurs
Tony Cortez, Assistant Program Director, Energy 94.1 and All the Hits Z99

11-11:50 a.m. • Maverick B • Topics: Law, News
FERPA: My Friend Made Campus News ... Can I Report It?

Being a student reporter can be difficult when the story involves the privacy protection laws of your classmates. Learn about the Family Educational Rights and Privacy Act (FERPA) and what types of information you can request from your school and publicly share with your audience. Discover how to work with your registrar's office to solidify positive working relationships between your institution and student media organization.
Lisa Marshall, Station Manager, Muskingum University, WMCO
Martin Ortega, Director of Enrollment, San Antonio College

11-11:50 a.m. • Navarro • Topics: Advisers, How-To
A How-To Guide to Creating Your own Syndicated Program from Your Station

What does it take to create and sustain a weekly syndicated show for college and public radio stations? "Melodically Challenged" started as a poetry show broadcast solely on WRAS Atlanta. Now, it enters its sixth year of syndication, broadcast on 10 college radio stations in seven states and downloaded 34 times by various public radio stations. In this session, we will share legal templates, media kits and format structures to give you guidance for your national show idea. We'll also share what you can learn from our successes and our failures.
Katherine Kincer, "Melodically Challenged" Director, Georgia State University, WRAS
Bryce McNeil, Assistant Director for Student Media, Georgia State University, WRAS and GSTV

11-11:50 a.m. • Seguin
2018 Seattle Convention Planning Session

Join the convention planning committee and help CBI grow the annual convention session offerings. Even though our session approval rating is very good, 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 and around the Seattle market. If you can help to curate sessions for the CBI NSEMC Oct. 25-27, 2018, please join us and talk about your ideas.
CBI Board of Directors

1:30 p.m. • Regency East 1-3
Keynote: Roger Lindley
 How to Make Your College Video Productions look Big Time

Following Keynote • Regency East 1-3
National Student Production Awards

Excited about the 2018 NSEMC in Seattle? Hang the back cover up in your studio or office!



Front cover photo by Bob Howen.
 Back cover photo by Daniel Schwen.



Join us for the 2018
NSEMC in Seattle,
Oct. 25-27!

