

NSEMC preview: Podcast sessions

Jessica Clary
CBI Events Director

We're looking forward to the [2020 NSEMC](#), and we're thrilled to announce three special guests from amazing podcasts.

All are worth a listen to get familiar with before you attend their panel session, "Podcast Research and Development." So much of great podcasting happens before anyone ever turns on a microphone.

Finding the stories, getting the information and interviews and doing the legwork - sometimes for months - is what makes an episode exceptional. Get to know these panelists before their session and listen to an episode (or two, or ten) of their shows.

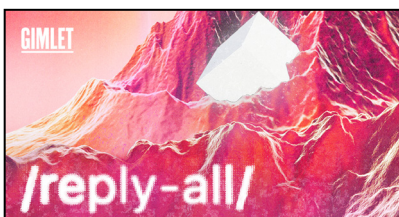


First, we've got Sarah Marshall from the podcast "You're Wrong About."

Sarah, along with her co-host Mike Hobbes, takes a look at historical happenings that people might misremember.

They've covered topics from the 1980s Satanic Panic to the Tuskegee syphilis experiments to the D.C. snipers. They're ready to do the research and go deep whether the topic is Jessica Simpson's autobiography or global human trafficking, Marie Antoinette or Courtney Love.

Recommended episode: "You're Wrong About Tonya Harding." Check them out on your favorite podcast platform.



We host Alex Goldman, co-host of "Reply All." Alex, with co-host PJ Vogt, tells stories about the internet, solves complicated tech support problems and reveals all the secrets behind how people stay connected. You might have heard about Alex, as he's the guy who befriended, and then visited, a scam caller from India.

Alex is also the tech behind their "Super Tech Support" episodes, tracking down lost

Bitcoin, creepy sound clips or stolen Snapchat usernames.

Recommended episode: "The Snapchat Thief." Find them wherever you find your favorite podcasts.

We also welcome producer and host Dylan Fagan, who works on podcasts for iHeartMedia. Dylan produces the podcasts "Savor," "Mental Floss Presents," and "Family Secrets."



Dylan Fagan

He's also an alumnus of SCAD Atlanta Radio (and former NSEMC attendee). Dylan figures out structure, editing and how to put episodes together behind the scenes. One of his favorites is the episode of Family Secrets called "The Very Image," available on all the podcast platforms.

CBI will host "Podcast Research and Development" as part of the 2020 National Student Electronic Media Convention Oct. 28-30. All events will be streamed live through the Attendify event platform, and registration is only \$100 per media outlet. (That's right—not per person, per outlet.) Find more information, and register, online at [AskCBI.org](#).

What a strange time

John Morris
CBI President

How many times have you heard it: "What a strange time we are living in"? The pandemic world we are living in has affected almost everything, including the media. We have



John Morris

all seen that in college media. Many others are trying to figure out how to do their jobs remotely, others trying to find a way to stand out in today's altered media landscape.

Know that it's not only college media that is trying to find the answers to these questions:

the commercial, professional media world is also looking for some of the same things. But what do you do now to help your college media outlet and help prepare yourself for a job after graduation?

Some of these answers have been provided by the CBI professional advisory committee. This committee is made up of successful professionals around the country. In the recent committee meeting, several professionals provided insight that can help you today and down the road. One area of agreement is to try to find out where your consumer, listener or viewer, is and market to that place. Audience habits have changed due to COVID-19, and that may mean we have to work harder to find the audience.

Take the time to do research and see how habits are changing. We are college media;

we're supposed to be at the forefront of change, and this is an opportunity for us to do that.

One of the hardest things about reaching the audience where they are is to not think like a college student. Instead, think like your audience, who they are and what they are, and what is driving them. If you are successful doing this, your college media outlet will have a great chance of also being successful.

The hard part is finding the research that can help you learn more about your audience. There are pay sites that can provide incredible depth, but a general Google search will often return helpful insights.

Back to "what a strange time this is," remember that with challenges, there are also opportunities. Take advantage of those opportunities and it will make you more successful today and tomorrow.

[NSEMC registration fees](#) are per media outlet. For \$100, you may include as many affiliated attendees from your member organization. Non-member rates begin at \$200.

Content will be delivered through the Attendify online convention platform, and the speakers list and session schedule will be published in early October. For information about vendor and sponsorship opportunities, email Development@AskCBI.org.

Oct. 28-30
cbi NSEMC 2020

Convention to bring online sessions, new opportunities



Laura Mooney
CBI Student Representative

As the CBI Board of Directors works to curate the first ever [Virtual National Student Electronic Media Convention](#), I've had the pleasure of speaking with many station advisers during this process. The excellent feedback provided has directly contributed to our goals when developing the 2020 NSEMC. However, I'm sure that many students of our member stations are in the dark and uncertain about what this year's convention will look like.

Unlike previous iterations of NSEMC, we no longer have the in-person camaraderie and cityscape excitement to rely upon as incentive for participating in the convention. Of course, those with interests in honing their craft or pursuing careers in broadcasting look forward to our many informative sessions, but even the most dedicated students will certainly miss the atmosphere of past years. The board and I are looking forward to October and the culmination of many months of planning, through which we have attempted to meet the needs of our student population as much as possible. While station advisers worry about budgeting and educational aspects, we have also identified engagement as a core barrier to interest in the convention. It is my hope that this letter will serve the purpose of answering some questions students may have.

This year will certainly be different from our usual convention structure. We believe that using Attendify's digital convention platform will create a technologically seamless environment for this flagship event. To further ease the inevitable kinks, we intend to host a [software demo](#) in anticipation of the convention. Attendance at this webinar is highly encouraged. Prior conventions had a number of sessions running concurrently and throughout the day and while that will be still happening, we've reduced our hours from noon until 7 p.m. with breaks in between every presentation to accommodate class and work schedules.

Furthermore, we've attempted to handpick our most popular sessions to continue this year as well as develop new sessions hosted by industry professionals from all over the country. I can't give away all our surprises just yet but you can expect representatives from Disney+, iHeartRadio, HBO Max, Westwood One Sports and College Radio Day just to name a few. Furthermore, we still plan on presenting the NSEMC Awards Ceremony live (potentially with a special guest) and hosting a modified version of the Swag Swap.

Not all of our presentations have been curated though, and we are proud to report that we've received a multitude of session proposals to schedule and coordinate.

We hope that the convention is both satisfactory and exciting to students and professionals alike. I personally look forward to meeting with you all virtually and learning from each other just as we always have.

Cheers, Laura Mooney (they/them), CBI Student Representative

Guest column: Reflections on College Radio Day's first decade

Many people assumed from day one that [College Radio Day](#) came into existence because, back in 2011, a few college radio stations were closing down. It's true that several high-profile stations were indeed closing during this time, and there seemed to be a grim worry all around that college radio might be on the verge of a 'sell-off' crisis. College Radio Day was perceived by many, including the media, as a reaction to that, when in reality, that was not part of the initial equation at all. At least, not in my mind.

I remember watching *The Social Network* movie in December 2010. I was struck by how an idea could go viral so quickly and bring people together on a platform. I remember going to bed after the movie and thinking, what if there was an idea that united college radio in such a fashion?

I woke up the next morning with College Radio Day as a fully formed idea. But I assumed that the idea had surely been done before. It just seemed so obvious. I did some Googling. I guess not? I called my friend, Peter Kreten, who is general manager of WXAV 88.3 FM in Chicago. I shared the idea with him. The idea was primarily not about saving college radio but celebrating it. That was an important distinction to make, in my opinion.

And so, as the first College Radio Day approached, several media outlets picked up on it as a response to the shutdown and selling of college radio stations. The Washington Post declared, "College Radio Day: An SOS for student-run stations," and USA Today led a page 3, national story, with the headline "Cuts may silence college stations." I never really thought that what we were doing was a reaction to these closures and budget cuts, as a one-day event



felt insufficient to stop them from happening anyway.

Instead, College Radio Day was a day to remind audiences that we still existed, and rumors of our demise were untrue. This reminder was not just for audiences off campus, but audiences on campus too. It was shocking then, and shocking now, to hear just how many college radio stations exist in a vacuum of recognition, and don't have the full support of their college administrations. The event was as much a reminder for them as anyone as to what a treasure college radio is, and how we should be celebrating it.

So, in the end, the first College Radio Day was a jubilant celebration of college radio. At my own station, we learned the hard way that you don't have a launch party for the first ever CRD at a bar in NYC at midnight, and then expect the students to be functional for the full 24 hours that follow. The bar was owned by Fall Out Boy bassist Pete Wentz, who invited us to launch the first ever CRD at his Angels & Kings nightclub on East 11th Street. It was loud. It was very loud!

I remember coming back to the studios from NYC at 3 a.m. and finding the students asleep on

the sofas in the station lounge, exhausted bodies strewn across various surfaces, and the lone student DJ keeping the ship afloat, broadcasting but yawning through every other sentence on the air in order to stay awake. We still had 21 hours to go and we were wrecked! The struggle was real. Ah, but what a memory, and what a celebration!

This year, Oct. 2, will be the 10th College Radio Day event. In the last decade, we have seen more than 1,000 college radio stations in 43 countries and six continents celebrate. I invite you, as much as it is possible during these difficult COVID-19 times, to participate in this important occasion. To everyone who has ever participated, a huge THANKS for being a part of this event. It's good when we unite, isn't it?

Even though many of us are still not broadcasting as usual, stations can still participate and make this a real celebration of college radio. It will certainly be memorable!

*Dr. Rob Quicke
Founder, College Radio Day
Professor of Communication,
William Paterson University*

College Radio Day

October 2, 11am/est

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GSelector and Zetta Certifications are self-paced, online courses for individuals with basic to advanced knowledge of music scheduling and radio automation using GSelector and Zetta.

Congratulations to the National Student Production Awards finalists

Winners to be announced Friday, Oct. 30 at 7 p.m. on Attendify

BEST DJ (Audio)

Colorado State University, KCSU-FM – “3.0 Radio Show” with DJ Carter Minter @kcsufm
Goshen College, WGCS – 91.1 The Globe – DJ Kadie Mornings
Goshen College, WGCS – 91.1 The Globe – Riley On Radio
Illinois State University, WZND Fuzed Radio – Cosette Nowik
Air-Check

BEST STATION PROMO (Audio)

DePaul University, Radio DePaul – Radio DePaul Spotify Promo
Hillsdale College, WRFH-FM – The Spin Room Promo
Northwestern State University, KNWD – KNWD College Radio Day Promo
Rowan University, Rowan Radio 89.7 WGLS-FM – The Ride At 5
BEST PUBLIC SERVICE ANNOUNCEMENT (Audio)
Goshen College, WGCS – 91.1 The Globe – Waggin’ Wednesdays
North Central College, WONC 89.1-FM – Naperville Humane Society
Texas State University, KTSW-FM 89.9 – The Writing Center PSA

BEST NEWSCAST (Audio)

Georgia College & State University, WGUR 95.3-FM – Evening Brief March 30, 2020
Goshen College, WGCS – 91.1 The Globe – Globe News Update
Illinois State University, WZND Fuzed Radio – Snow Day Newscast
Rowan University, Rowan Radio 89.7 WGLS-FM – The Rowan Report

BEST HARD NEWS REPORTING (Audio)

The College at Brockport, WBSU – Students Protest on Campus
Texas State University, KTSW-FM 89.9 – Clery Act Misreporting
University of Wisconsin-Madison, WSUM 91.7-FM – Open Wisconsin Protest
University of Wisconsin-Oshkosh, WRST-FM – Bald Eagles Return

BEST FEATURE NEWS REPORTING (Audio)

Ithaca College, WICB-FM – Drag Queen Story Hour
Mississippi State University, WMSV Radio – Handicapped Pet
Seton Hall University, WSOU – The Glade Honoring 9/11 Related Illnesses
University of Texas-Arlington, UTA Radio.com – Study Abroad Gone Wrong

BEST SPECIAL BROADCAST (Audio)

Hillsdale College, WRFH-FM – WRFH at CPAC 2020
Loyola University-Maryland, WLOY Loyola Radio – Voices of COVID-19
New England School of Communications at Husson University, WHSN – Edgar Allan Poe’s Tales of Mystery and Imagination – Manuscript in a Bottle
University of Wisconsin-Oshkosh, WRST-FM – Barista Bellyaches

BEST DOCUMENTARY (Audio)

Hillsdale College, WRFH-FM – Where All Trails End: Episode 3
Mississippi State University, WMSV Radio – Hannah Vandie
Audio Documentary: Bullying
University of Wisconsin-Madison, WSUM 91.7-FM – In Their Own Words: Protester and College Republicans Speak Out on Demonstration
York College of Pennsylvania, WVYC-FM – Marvin Dunmeyer Personal Narrative

BEST REGULARLY SCHEDULED ENTERTAINMENT PROGRAM (Audio)

Felician University, Radio Felician University – Spill The Tea
Hillsdale College, WRFH-FM – State Facts: Ohio
University of California-Berkeley, KALX 90.7-FM – The Graduates: Katie Keliiaa
University of Wisconsin-Oshkosh, WRST-FM – Script to Screen

BEST PODCAST (Audio)

American University in Cairo, AUC Radio – AUCdiaries
Podcast-A Day with Afifi
University of Kansas, KJHK 90.7-FM – B-Sides: Weyes Blood
University of Pittsburgh, WPTS-FM – WPTS Impeachment Podcast
University of Wisconsin-Oshkosh, WRST-FM – Week In Review

BEST SPORTS REPORTING (Audio)

Eastern Illinois University, WEIU-FM – WEIU Sports – Hannah Heinz
Ithaca College, WICB-FM – 2019 Cortaca Jug Football Game Open
Ithaca College, WICB-FM – Importance of the Cortaca Jug Rivalry Football Game
Marshall University, WMUL-FM – Marshall Men’s Soccer Reflects on Historic Season

BEST SPORTS PLAY-BY-PLAY (Audio)

Northwest Missouri State University, KZLX-LP Maryville – Northwest Missouri State vs. Pittsburg State
Seton Hall University, WSOU – Seton Hall vs. Michigan State
University of South Dakota, KAOR-FM – University of South Dakota Women’s Basketball vs. Creighton
University of Wisconsin-Madison, WSUM 91.7-FM – Rose Bowl Play-By-Play

BEST SPORTSCAST (Audio)

Indiana State University, WZIS – WZIS Sports Update
New England School of Communications at Husson University, WHSN – Call of the Eagle Interview with NBA columnist Jackie MacMullan
Northwest Missouri State University, KZLX-LP Maryville – Day to Day Picks
Texas State University, KTSW-FM 89.9 – Sports Update – March 11, 2020

BEST COMEDY (Video)

Oregon State University, KBVR-TV – Does it Toot? Celery
Temple University, TUTV – Temple Tonight
University of Texas-Dallas, UTD TV – Campus Consensus: Theme Songs and the Worst First Dates
Utah State University, USU Student Media – Piggyback Taxi

BEST STATION PROMO (Video)

Arkansas State University, Red Wolf Radio – Red Wolf Radio promo
Temple University, OwlSports Update Productions – OwlSports Update Station Promo – Cherry Team
University of South Carolina, SGTV – GMG Coronavirus Promo
University of South Carolina, SGTV – SGTV News 4 B&W Commercial

BEST PUBLIC SERVICE ANNOUNCEMENT (Video)

Southeastern Louisiana University, The Southeastern Channel – Gunny McShoot!
University of North Texas, North Texas Television – Flu Uno PSA
University of North Texas, North Texas Television – UNT Tail Gating Etiquette
University of South Dakota, KYOT-TV – KYOT Coyote Creative Quit Vaping PSA

BEST NEWSCAST (Video)

Baylor University, The Baylor Lariat – Global News Relay: COVID-19
Ithaca College, ICTV – Newswatch December 8, 2019
Temple University, TUTV – Temple Update, November 14, 2019
Temple University, TUTV – Temple Update, March 12, 2020

BEST HARD NEWS REPORTING (Video)

Georgia State University, Neo Network (NeoN) – President Trump announces African American initiative in Atlanta
Southeastern Louisiana University, The Southeastern Channel – Toxic Algae in Lake Pontchartrain
University of South Carolina, SGTV – Coronavirus Outbreak Leaves USC Empty
University of Texas at Austin, Reporting Texas TV – Restaurant owners say reopening isn’t as easy as it sounds

BEST FEATURE NEWS REPORTING (Video)

Southeastern Louisiana University, The Southeastern Channel – July 4th in Baton Rouge
St. Cloud State University, UTVS Television – Twin Cities Honor Flight – November 2019
Troy University, TROY TrojanVision News – Italy Academy
University of Texas at Austin, Texas Student Television – Sneak Peek – Kate the Chemist

BEST SPECIAL BROADCAST (Video)

Boston University College of Communication, BUTV10 – Primary Focus 2020: Super Tuesday
Midwestern State University, MNG Media – The Eastside
Rowan University, RowanDOCS – 9/12: Up From the Ashes
Utah State University, USU Student Media – Logan City Limits Live

BEST DOCUMENTARY/PUBLIC AFFAIRS (Video)

Oregon State University, KBVR-TV – Behind the Scenes: Locals Live
OSU Jazz Ensemble
Southeastern Louisiana University, The Southeastern Channel – 12 Seconds at Birth
St. Cloud State University, UTVS Television – Changing History – One Broadcast at a Time
University of South Carolina, SGTV – Mr. Blue Sky

BEST GENERAL ENTERTAINMENT PROGRAM (Video)

Taylor University, Film & Media Production – Hardly Fashion

Texas State University, KTSW-FM 89.9 – Studio C: Retirement Party
University of North Texas, North Texas Television – Writers Room Season 9 Episode 1
University of South Carolina, SGTV – Weird Things With Ward, “Man With a Microchip”

BEST LIVE PRODUCTION (Video)

Neumann University, Neumann Media – College Radio Day Interview – Ronin in studio
Neumann University, Neumann Media – Committed: Episode 5 – Emma
Oregon State University, KBVR-TV – Locals Live: Honey
Oregon State University, KBVR-TV – Locals Live: OSU Jazz Ensemble

BEST SPORTS REPORTING (Video)

St. Cloud State University, UTVS Television – The Miracle on Ice, 40 Years Ago Today
Temple University, OwlSports Update Productions – A Walk-On – On the Water
University of North Texas, North Texas Television – 2009-2010 Sunbelt Champions Reunion
University of North Texas, North Texas Television – Olympic Dreams

BEST LIVE SPORTS BROADCAST (Video)

Indiana University of Pennsylvania, Department of Communications Media – IUP Football
Ithaca College, ICTV – Bombers Live – Ithaca vs. RPI Women’s Basketball February 29, 2019
Pittsburg State University, CAPS 13 – MWSU vs. PSU Football
St. Cloud State University, UTVS Television – SCSU vs. U-Mary Men’s Basketball

BEST SPORTSCAST (Video)

Baylor University, The Baylor Lariat – Lariat TV News Today sportscast: December 6, 2019
Southeastern Louisiana University, The Southeastern Channel – The Big Game November 21, 2019
St. Cloud State University, UTVS Television – Husky Mag
Temple University, OwlSports Update Productions – Inside the Nest – November 19, 2019

BEST STUDENT MEDIA WEB SITE (Audio & Video Combined)

Berry College, Viking Fusion – VikingFusion.com
Georgia State University, Neo Network (NeoN) – Neo Network Website
Virginia Commonwealth University, WVCW Radio – WVCW Website
Westminster College, WWNW and WCN – wcn247.com

BEST SOCIAL MEDIA PRESENCE (Audio & Video Combined)

Baylor University, The Baylor Lariat – The Baylor Lariat
Berry College, Viking Fusion – Viking Fusion Social Media
Ithaca College, Ithaca College Television (ICTV) – ICTV News Social Media
Temple University, OwlSports Update Productions – @owlsportsupdate

BEST STATION IMAGING (Audio & Video Combined)

Goshen College, WGCS – 91.1 The Globe – Globe Imaging
Illinois State University, WZND Fuzed Radio – WZND Imaging Demo
Rowan University, Rowan Radio 89.7 WGLS-FM – Rowan Radio: The Music That Matters
University of Tennessee-Martin, WUTM-FM 90.3 The Hawk – WUTM News Promo

VISUAL MEDIA FESTIVAL SHORT FILM FICTION

Taylor University – Nora
University of South Carolina – All Bark
Utah State University – Peak

VISUAL MEDIA FESTIVAL SHORT FILM NON-FICTION

Hampton University – More Than My Hair
Taylor University – Counting the Cost
Taylor University – Nurk

VISUAL MEDIA FESTIVAL DIGITAL SHORTS

Rowan University – The Perfect Cup
University of Mount Union – The Worst Life Ever
Utah State University – For The Dogs

VISUAL MEDIA FESTIVAL TV PILOT – One finalist