

Letter from CBI President, John Morris

During this difficult time, as we are all operating under circumstances no one could have truly predicted, know that College Broadcasters, Inc. and its board of directors are working hard to help our members and all college broadcasters.

If you are not yet on the CBI listserv, I encourage you to [join today](#). There have been great discussions concerning the issues we are facing today, from media outlets losing access to their facilities to being told to stop production entirely.

I have gleaned much useful information from our myriad group of listserv members to help me with my radio station.

In addition to the listserv, I hope that you were able to join us for the Zoom meeting March 19 that included attorney David Oxenford talking about FCC expectations during this time. If you haven't seen this yet, you [can access it here](#).

At this time, CBI is moving forward with our plans for the [National Student Production Awards](#) and the [National Student Electronic Media Convention](#).

We opened the awards submissions early due to the events unfolding around us. As you communicate with your students, be sure to ask them to start putting together their entries. For me, as no students are allowed on campus, this will mean they tell me what they want to enter into the contest, and I will package it for them.

We encourage you to help enter your students' best work as we want to ensure that the top talent is recognized in our numerous categories. Awards entries are due May 15.

As for the 2020 National Student Electronic Media Convention in Baltimore Oct. 21-24, we are moving ahead with every expectation that this will happen as scheduled. Most experts say that we should expect our current coronavirus restrictions to last weeks or a few months at most.

By the time October rolls around, everyone will be ready for another great convention with presentations by professionals, students and advisors. As you think about the convention, now is a

great time to work with your students on what sessions they, and you, would like to propose as we are accepting session proposals at [AskCBI.org](#).

As I write this letter, the board is working on online virtual town halls with experts and attorneys that will cover issues of importance to you. We also want to hear from you about what CBI can do to support you, your stations and media outlets. Together, we will get through this.

The CBI Board wants you and your staff to stay safe and healthy during this time and we look forward to the time things return to normal.



College seniors, we're all in this together



Pia Rizzo-Wittlin
CBI Student Representative

Your senior year of college consists of a multitude of first-time experiences.

There's your first-last day of school, your first year not having 8 a.m. classes, and even your first year living off-campus.

Though your senior year also has some last-time experiences, too.

There's your last year DJing the Monday morning drive shift at your college radio station, your last year producing your favorite show for your college TV station, and your last year spent hanging out with your friends in a studio setting before taking on the "real world" as your professors call it.

Your senior year is supposed to be fun and enjoyable. It's a time where you can proudly wear your rose-tinted glasses, and reflect upon all you've done in four-years time.

Who could've ever predicted COVID-19

would occur? I was on spring break when I received the daunting email from my college's president. The email stated how all classes would transition to online instruction for the remainder of the semester.

Within a split second, my college career had been cut short. The rose-colored glasses cracked before my eyes, and reality stepped in its place.

Even though I had already accomplished so much within the span of my four years at college, there were still a number of other goals I wanted to achieve with the little time I had left. I could never have imagined the last time I would DJ was before spring break.

If I had known, I would've given it my all. I wouldn't have been so tired or so quick to leave the studio that day. I would've made the experience last. Though this kind of thinking is toxic, and won't benefit anyone.

After taking some time to process the abrupt changes in my day-to-day life, I began to reflect on some of the more positive moments which defined my college broadcasting career.

These moments consisted of the times I spent

with my friends, professors, and mentors. I laughed, I smiled, and I cried at the thought of these memories.

While this pandemic is less than ideal, it has helped me to recognize how to not take the things we love most for granted. While college radio and TV is a fleeting experience, it's one that lasts a lifetime.

I know many college seniors across the country have similar feelings akin to mine. To those who saw their senior spring get taken away before their very eyes, remember how proud your professors, mentors, and supervisors are of all the work you've accomplished.

The legacies you created in your respective fields will impact the future of college broadcasters.

To those who are just beginning their college broadcasting career, know that you are the future. Look towards the graduating seniors as examples of all you can do in just four years.

It is my greatest hope that the world can return to "normal" very soon. Until then, we're all in this together.

Pia Rizzo-Wittlin

Local Music Director, 91.7 FM WICB Ithaca

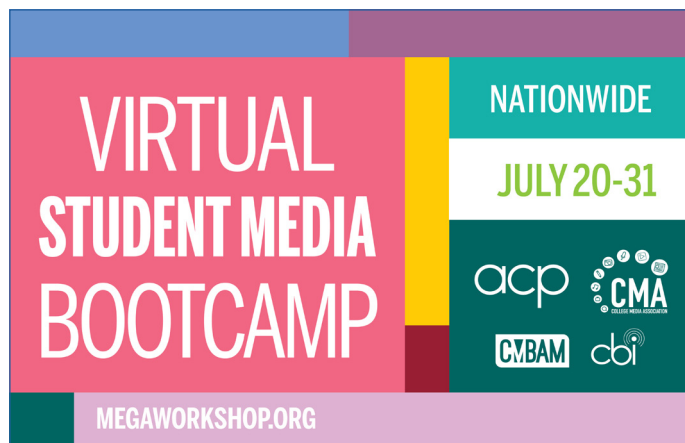
Summer Mega Workshop going virtual this July

It was announced April 8 that in light of COVID-19 the College Media Mega Workshop scheduled July 23-26 in Minneapolis will move forward as a virtual event. CBI partners with the Associated Collegiate Press (ACP), College Media Association (CMA), and College Media Business and Advertising Managers (CMBAM) for the workshop.

We understand because many schools and individuals may not be traveling by July, we are reimagining the workshop as an online-only program for participation.

Our goal is to help prepare your media staffs for the next academic year through training and connection. We are working out details, but all four organizations plan to unite to host a Virtual Student Media Bootcamp at the end of July.

We hope to host staffs from across the country, just like we do every year at our Summer Mega Workshop. We will keep you posted when the slate of programming is finalized and registration opens. For now, please plan to spend the end of July with us.



More information about this summer's session offerings, registration, and times will be released soon. Visit MegaWorkshop.org.

Planning for the National Student Electronic Media Convention

Events Director Jessica Clary offers session proposal ideas for this fall's NSEMC.

While most of us are stuck at home for a while, we've started accepting proposals for the [2020 NSEMC](#), still scheduled for Oct. 21-24 in Baltimore. While we still hope to see all our favorite sessions back, we have a few suggestions and ideas for special topic sessions we'd love to see this year, and ways to involve multiple media and ideas together into better sessions.

Special Topics

We've learned something in the last few weeks, whether it was how to keep your staff motivated with limited in-person contact, how to program your station or website from your sofa, or what the new best practices are for student media right now.

What have you done that's worked uniquely well at your station? How did you implement it?

How did you get the team to buy in? How will this change your workflow when everything goes "back to normal?"

Better Ideas, Everywhere

Every student media program is different, and so is every university. Make sure

your session has information and ideas that can be applied across a variety of programs, regardless of their size.

If you're a large public university with a 100k watts, find a small private school to collaborate with on a session and show how a good idea can work in different situations.

Show Us What You're Working With

Some of our most popular sessions show a new skill or introduce a new process. Show us what you can do in a regular studio setting, or with a mobile app on the go. Whether it's audio or video, photos, graphics or social media, we love to see how to do it, and take those skills home to our own offices to try out.

Advanced Skills

Where's the next area of skill a pro, or just-about-pro, can develop? Once you know the basics, what are the next-level skills to master? Whether it's software, management skills, training, or something else, many student attendees are juniors and seniors, and a lot of our advisers are settled in to their careers.

Look beyond the basics and propose a deeper, advanced take on a popular topic.

Collaborate and Converge

The more tools you have, and skills you master, the more likely you'll have exactly the right one you need to tell the story.

Show us what you've done with writing, design and interactive media with student media, academic programs or other student organizations on your campus, or with local professional media in your area.

[Session proposals](#) are now being accepted online, and we'll work with you to refine your ideas over the summer.

As usual, since we want to keep the NSEMC targeted to our CBI members, we're looking for quality sessions, not just to fill time.

We can also be flexible—if your idea needs a double-length session or special timing, we're happy to make that happen.

Stay in touch with us as you develop your idea. We'll help introduce you to other presenters with similar ideas and session proposals and encourage and enable these collaborations.

Thank you so much for sharing your ideas with us, and we look forward to seeing everyone this fall in Baltimore.

