

## Sell the Experience of College Media

John Morris  
CBI President

Doesn't it feel great returning to a more normal world? We have been through so much over the past two years: masks, online classes and limited social opportunities. The good news is that for most, a regular environment is returning. That's true for student media. I've heard from many of our CBI members about the struggles and successes of getting students involved and working in our media outlets. Many of us are still working with reduced student



staff numbers and that has added a layer of challenges that many of us didn't foresee.

As we get ready for fall 2022, I'm optimistic that the student demand for student media will once again grow. There must be built-up desire to be a part of something so exciting and fun as working at a radio station, in a TV studio and in many of the related areas. Now we just have to get the word out that we are still here, and the opportunities are as great as ever. I know that is true for the station where I am a faculty adviser and hope that the same is true for you. I'm excited about a station full of students, the excitement that builds from being around others and to hear the happy chatter of people working toward a common goal.

As you prepare for the fall semester, be sure to put the NSEMC on your calendar for Oct. 26-29 in Baltimore. Let's carry that excitement of getting back to a more normal schedule and connect it with four days of workshops, presentations, networking and friend-making. If you have attended any of our previous conventions, you know how students return to school motivated and ready to take your outlet to the next level. And don't forget about your chance to share your expertise by being a presenter. You have so much to share, so go ahead and share it. Get your session proposals in now and plan for something great.

Here's looking forward to a wonderful summer and a successful fall.

## New CBI Board Members Elected

Earlier this year, CBI's membership elected two new board members for the organization.



**Ben Petruk**

Ben Petruk is now the student representative to the board and will serve until April 30, 2023. Petruk is a Presidential Scholar senior at Montclair State University studying journalism. He is the station manager of the campus radio station, 90.3 WMSC. He has been a part of the radio station since the first semester of his freshman year, holding positions of assistant sports director and associate program director.

Anabella Poland will become the next president of CBI and will serve from May 1, 2023 to April 30, 2025. Poland is the general manager and adviser of WMSC-FM on the campus of Montclair State University where she also teaches radio and podcast production. Prior to coming to Montclair State, Poland served as Director of Talent and Industry Relations at Sirius/XM Radio where she negotiated and managed interviews, events and performances with Hollywood actors, celebrities and musicians for more than 135 SiriusXM channels.



**Anabella Poland**



**NSEMC DEADLINES AND DETAILS**  
[\*\*ASKCBI.ORG/BALTIMORE\*\*](https://askcbi.org/baltimore)

## Submit Your Proposals for Fall NSEMC Sessions

After two years online, we're looking forward to our in-person National Student Electronic Media Convention, Oct. 26-29 in Baltimore! Our goal is to have the best possible educational experience for our attendees, and sessions are a huge part of that. Our aim is to get about 100 great sessions, and we are dedicated to making them inclusive, smart and successful. We like proposals for sessions that have more than one presenter, and we love proposals with professionals and experts.

This year, we're also looking for sessions that are platform-agnostic, especially sessions on writing and editing, sales, the future of the industry and career preparation. Of course, if your idea isn't like this, we still want to hear it.

[You can use this form](#) to submit your ideas and proposals for sessions. The priority session deadline is Friday, Aug. 12 and the final deadline is Wednesday, Aug. 31 by 5 p.m.

Have an idea but want to talk it over? Great! Email [events@askcbi.org](mailto:events@askcbi.org) and we can discuss your idea and how to develop it.



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# College Broadcasters ... Innovate!

John Owens  
CBI Vice President

Radio consultant and podcast producer Mark Ramsey makes a statement about media programming that I couldn't agree with more:

"People don't fall in love with distribution channels, they fall in love with unique and compelling content." I mention this quote for a couple of reasons.

First, CBI members submitted 1,143 entries to the 2022 National Student Production Awards. This represents a new record high and, in my opinion, is a great indicator of the creative ingenuity of college media from coast to coast. Thank you for your submissions, and thank you for your commitment to producing unique and compelling content for your audiences year after year.

Second, professional media outlets need what you have: a passionate commitment to creating imaginative and engaging experiences through media. In 2021, investments in original programming by video streaming companies is measured in the billions. [Spotify has invested](#) more than \$1 billion in the development of podcasts. These companies understand that, like successful companies across all business sectors, distinctiveness and innovation are critical for long-term success. And then there is commercial broadcast radio.



This legacy medium, one in which many of you participate, is struggling to compete with its many competitors. From a marketing perspective, the [2022 Nielsen Global Annual Marketing Report](#) indicated that AM/FM radio is perceived by marketing executives as the least effective among the 15 media platforms evaluated. And listenership is declining too. In fact, this month Radio Ink magazine devoted a three-part series on their website to this subject.

If you're like my students, you're not surprised by this news. I've informally surveyed my students for over a decade about their perception of commercial broadcast radio. When their descriptors are put in a word cloud, the largest and most prominent adjective that emerges is either "boring" or "old." When I replicated this exercise in a national survey of college students majoring in media-related disciplines, the most common response was "dying." Can this medium be revived and be perceived differently by advertisers and audience members? [Radio Ink](#) asked several radio insiders for suggestions and their responses should motivate all CBI members.

Media researcher [Fred Jacobs said](#), "Perhaps radio broadcasters should be encouraged to start taking calculated risks and stop programming to the meter and to Wall Street. You can see where that's gotten us. So, why not turn the focus on the most important constituency of all – the audience."

[Nate Deaton, General Manager of KRTY-FM in San Jose, Calif. suggested](#), "Develop talent. Where are new jocks coming from? We connect that way with the audience, and we are not developing anyone new because it is cheaper to voice track yet another market."

And [long-time radio consultant Mike McVay suggests](#), "Entertaining personalities can, and should, be considered for all dayparts. Talent who've built a following is the one thing that your competition, including those on other platforms like satellite and DSPs, cannot easily beat."

These industry insiders are providing a roadmap for the revival of broadcast radio, and it must involve fresh, innovative ideas in audience engagement and content development. Hmm ... I wonder where the industry can find young, creative people already doing this type of work? I know that all around this country, CBI members are creating truly distinctive audio and video entertainment, news, promotional messages, websites and social media messaging. The radio industry should turn to you to revive itself and if you love this medium, I'd encourage you to reach out to your local broadcasters, share your ideas and offer your talents.

In October, we'll see and hear the excellent work you're all doing when we recognize the winners of the 2022 National Student Production Awards. I encourage you to continue your innovative work and strive to be the unofficial research and development department of the broader media industry.

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## Pre-convention workshops set for NSEMC Baltimore

Add a [pre-convention workshop](#) to your registration for a full-day deep dive into Adobe Premiere or Adobe Audition! Both of these sessions are capped at 25 attendees, so register early. Register online at [AskCBI.org/Baltimore](#). Registration is \$75 per person.

Basic Video Editing with Adobe Premiere  
Wednesday, Oct. 26, 9 a.m. - 4 p.m.  
Presented by Adelina Cooper, Ph.D.  
Chair of Visual Arts and Media  
University of Mount Union

Recording, Mixing and Post-Production with Adobe Audition  
Wednesday, Oct. 26, 9 a.m. - 4 p.m.  
Presented by John Morris, CBI President and General Manager of 95.7 The Spin,  
University of Southern Indiana  
Sean McDonald, CBI Treasurer and Director of Neumann Media,  
Neumann University