



**Intercollegiate Broadcasting System
Kingsborough Community College Media Conference Schedule
Saturday, October 27, 2012**

8:30- Registration & Breakfast: International Hall of Flags

All Day: Tours of the brand-new, state-of-the-art WKRB Studios!

9:00-10:00 Session 1

Room: TBA

Music and Webcasting Royalties & Licensing Fees: What to pay and to whom

Panel Host:

Fritz Kass, Chief Operating Officer, IBS

A discussion about the issues surrounding music licensing and copyright royalties, as well as what you need to do to stream your station legally. Fritz will also discuss the recent US District Court of Appeals decision ruling in favor of IBS and declaring the CRB unconstitutional.

Room: TBA

Building a News and Information Program

Panel Hosts:

Len Mailloux, Communications Faculty, Simmons College & 30-Year Veteran News Director

Jerry Barmash, Writer for FishbowlNY, News Anchor for WFUV, WBBR and WINS

Lisa Ritchie, Traffic Reporter, News 12 Long Island & DJ, WRCN 103.9.

Learn how to create and improve your station's news and information programs using resources that are already available to the college and your station.

Room: TBA

Internship Workshop

Panel Hosts:

Dr. Cliff Hesse, Professor and Director of Media Technology & Management, KCC

Lenny Green, Host of *The Quiet Storm with Lenny Green*, WBLS

Internships are an integral part of the preparation for a career in the broadcast industry. A discussion of how students should prepare for and apply for internships, as well as how to choose an internship that matches their career goals.

10:15-11:15 Session 2

Room: TBA

On-Air Workshop

Panel hosts:

Lenny Green, Host of *The Quiet Storm with Lenny Green*, WBLS

Alix Quintero, Content Director, Univision Radio

Ephrem “DJ Enuff” Lopez, On-Air Personality, Hot 97

Bryant Pino, Programmer, Sirius XM Latin Channels

Join three popular & experienced radio personalities for a candid discussion of what it takes to get on the air and survive on commercial radio today, as well as what you need to do to become a better disk jockey.

Room: TBA

Radio & TV Interview Techniques

Panelists:

Jerry Barmash, Writer for FishbowlNY, News Anchor for WFUV, WBBR And WINS

Lisa Ritchie, Traffic Reporter, News 12 Long Island & DJ, WRCN 103.9.

Learn how to research and write to get the information you’re looking for. Two experienced writers discuss tips and techniques to help you improve your skills to conduct better interviews and write better stories.

Room: TBA

FCC Q&A

Panelists:

Allen Myers, Former Communications Analyst with the Federal Communications Commission

Fritz Kass: Chief Operating Officer, IBS

A discussion of FCC Rules and Regulations regarding licensing and content, as well as an opportunity to ask any questions you have regarding the role of the FCC.

11:30-12:30 Session 3

Room: TBA

Marketing and Promotion: Building Your Station's Image On and Off Campus

Panel host:

Len Mailloux, Communications Faculty, Simmons College & 30-Year Veteran News Director

Alix Quintero: Content Director, Univision Radio

Lisa Ritchie: Traffic Reporter, News 12 Long Island & DJ, WRCN 103.9.

Bill Plax: Creative Director, WWFS Fresh 102.7, CBS Radio

Bryant Pino, Programmer, Sirius XM Latin Channels

Find out how you can increase the popularity of your station on campus and within the community. Learn how your station can better serve your community and build support from students and administration.

Room: TBA

Getting on the Radio: The Dance & Pop Format

Moderator: John Parker, B91 (Internet Radio) / Promo Only Promotions

JES, Artist

Kim Sozzi, Artist

Geronimo, Sirius/XM

Cary Vance, Promo Only Promotions

Brett Holcomb, WBZC (Burlington County College)

Jay Dahbi, 92.3 Now-FM Mixer

This is a panel discussion with recording industry professionals, recording artists and radio programmers about the relationship between the artists, record labels and radio industry. This is a rare opportunity to speak with people involved in every aspect of the music industry and get a better understanding of what it takes to make it to the top of the charts.

Room: TBA

Underwriting and Fundraising

Panelists:

John Murphy, Adjunct Faculty, Communications, Eastern Connecticut State University;
Owner/President of Human Arts Media

Beth Preminger, Professor, Kingsborough Community College, Director of Research, ABC Kids,
Grant Writer, Fundraising & Development-WNET, Member of New York Women in
Communications.

One of the greatest challenges for many college and non-commercial stations is fundraising and cake sales just don't cut it. Join two experienced professionals for an advisement session on how you can effectively raise money to support the operations of your station.

12:40-1:40 Lunch

Room: U-220

IBS Board Chairman Len Mailloux discusses the IBS Award Programs and how you can win an IBS Award for your station.

1:45-2:45 Session 4

Room: TBA

The Role of Women in the Media

Panelists:

Lisa Ritchie: Traffic Reporter, News 12 Long Island & DJ, WRCN 103.9.

Beth Preminger, Professor, Kingsborough Community College, Member of New York Women in Communications.

On open discussion on the challenges women face in media careers from in front of the camera to behind the scenes.

Room: TBA

Audience Research and Program Development

Guest Speaker:

Nick Bayiokos, Senior Director of Research and Programming, Fox Sports

A rare insider look at the use of the Nielsen Television ratings system and how ratings data leads to the development and acquisition of new programs.

Room: TBA

Radio Today and the Future of the Medium

Panelists:

Fritz Kass, Chief Operating Officer, IBS

Len Mailloux, Communications Faculty, Simmons College & 30-Year Veteran News Director

Allen Myers, Former Communications Analyst with the Federal Communications Commission

Jerry Barmash, Writer for FishbowlNY, News Anchor for WFUV, WBBR and WINS

John Murphy, Adjunct Faculty, Communications, Eastern Connecticut State University;
Owner/President of Human Arts Media

A discussion on where the radio industry is headed, how students should prepare for careers in the radio industry and what the role of college radio is or should be in the future.

3:00-4:00 Session 5

Room: TBA

Radio Promotion & Distribution on College Radio: Indie & Rock

Panelists:

Jann Klose, Recording Artist

Munsey Ricci, Skateboard Marketing

Promoting indie rock and metal to college/commercial radio is a unique challenge. This panel will help you discover new strategies to position new artists and get them the exposure they need as well as how to find new artists for your station.

Room: TBA

Radio Imaging & Production Techniques

Guest Speaker:

Bill Plax: Creative Director, WWFS Fresh 102.7, CBS Radio

The production director of one of the highest-rated stations in the #1 market shares examples of his work and discusses the techniques used in creating dynamic Station IDs, Sweepers and other production elements.

Room: TBA

New Media: Webcasting, Podcasting & Social Media

Panelists:

John Murphy, Adjunct Faculty, Communications, Eastern Connecticut State University;
Owner/President of Human Arts Media

Beth Preminger, Professor, Kingsborough Community College, Director of Research, ABC Kids,
Grant Writer, Fundraising & Development-WNET, Member of New York Women in
Communications.

Lisa Ritchie, Traffic Reporter, News 12 Long Island & DJ, WRCN 103.9.

Dr. E Michael Harrington, Professor, Berklee College of Music, Boston, MA

It can be easy to take your station beyond the limits of your terrestrial signal. Discuss how social media sites such as Facebook, Twitter and Skype can enhance your station's reach and inform your audience. Learn how you can incorporate social media into your programs to take them to the next level.

4:15-5:00 Session 6

Room: TBA

Voice Over and On-Air Performance

Panelists:

Andrew Torres, 1010 WINS, Freelance Voice Actor

Bernie Wagenblast, 1010 WINS, Bernie Wagenblast Voice Services

Lisa Ritchie, Traffic Reporter, News 12 Long Island & DJ, WRCN 103.9.

Have you ever been told that you have a “voice for radio”? Speak to seasoned professionals about how you can perfect your technique and work toward a career in voiceovers and radio.

Room: TBA

Radio Station Programming and Formats

Panelists:

Lenny Green, Host of *The Quiet Storm with Lenny Green*, WBLS

Geronimo, Dance/Electronica Programming, SiriusXM

Alex Quintero, Content Director, Univision Radio

Bryant Pino, Programmer, Sirius XM Latin Channels

Three highly respected radio programmers discuss the strategies they employ to keep the PPM numbers up at their respective stations, as well as the many recent format changes that have taken place in the New York Market.