



CHAMPS Charter High School presents

AER / IBS Radio & Music Industry Conference 2012

6842 Van Nuys Blvd.
Van Nuys, CA 91405

AER / IBS Radio & Music Industry Conference 2012

Time:	Room 1	Room 2	Main Hall
9 – 10			Registration
10 – 11	The Role of Women in Industry <i>Q & A Session</i> Gina Gallo (Illuminata) Louise Palanker (PRN) Summer Watson (TuneIn Radio) Breanne Gill (Ray Stone Records) Lily Moayeri	Making the Call <i>Music Placement in TV, Film, and Ads</i> Phil Sandhaus Bob Catania (Rightway Music Group)	FCC & Copyright Rules <i>Q & A Session</i> Fritz Kass (IBS)
11 – 12	Monetizing Your Talent <i>Your Talent & Your Career</i> Karamo Brown (MTV) Cameron Manwaring (KDSSC) Mark Silverman (Disney) Gina Gallo (Illuminata) Mimi Maynard (Illuminata) Jim Nelson (KSCN)	The Journey and The Destination (I) <i>DIY Career</i> Phil Sandhaus Chris Brown (Headtron, CAA) Breanne Gill (Ray Stone Records) Domonic Paris (Illuminata) Bob Catania (Rightway Music Group) Paul Kamp (Backbone) Joe McGrath	
12 – 1			Keynote Speaker <i>Laurence Norjean</i>
1 – 2	“Like @ First Site” <i>Building Your Station’s Image</i> Louise Palanker (PRN) Cameron Manwaring (KDSSC) Summer Watson (TuneIn Radio) Lily Moayeri Paul Kamp (Backbone) Matt Cunningham (WCRX)	The Journey and The Destination (II) <i>DIY Career</i> Phil Sandhaus Breanne Gill (Ray Stone Records) Mike Gormley (Yes Dear) Bob Catania (Rightway Music Group) Domonic Paris (Illuminata) Holly Adams (KRCW) Joe McGrath	Producing a Great Show <i>Q & A Session</i> Len Mailloux (IBS)
2 – 3	On the Radio <i>Getting Your Music On the Radio</i> Phil Sandhaus Mark Isler (KRLA) Nick White (NPR) Mike Gormley (Yes Dear) Summer Watson (TuneIn Radio) Holly Adams (KCRW)	From Grassroots to Syndication <i>Creating Your Radio Station</i> Len Mailloux (IBS) Fritz Kass (IBS) Paul Kamp (Backbone) Jason Robbins (Lovelane Music) Jim Nelson (KSCN) Matt Cunningham (WCRX)	

The Role of Women in Industry

Q & A Session

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

Panelists: Gina Gallo (Illuminata)
Louise Palanker (PRN)
Summer Watson (TuneIn Radio)
Breanne Gill (Ray Stone Records)
Lily Moayeri

Making the Call

Music Placement in TV, Film, and Ads

In this panel, we will discuss how to make it possible to get your music heard and seen on television, in film, and how to make partnerships from surrounding companies.

Panelists: Phil Sandhaus
Bob Catania (Rightway Music Group)

FCC Regulations and Copyright Rules

Q & A Session

Fritz will share his vast radio experience on royalties and FCC licensing, and the recent court case ruling in favor of IBS.

Panelists: Fritz Kass (IBS)

Monetizing Your Talent

Your Talent & Your Career

This panel, featuring several radio, television, and film personalities, will discuss ways to use your unique talents in pursuing a career in one of the many facets of broadcasting.

Panelists: Karamo Brown (MTV)
Cameron Manwaring (KDSSC)
Mark Silverman (Disney)
Gina Gallo (Illuminata)
Mimi Maynard (Illuminata)
Jim Nelson (KCSN)

The Journey and The Destination (PART 1)
DIY Career

This panel will look at how musicians in the 'underground' scene (Flying Lotus, Madlib) and/or acts signed to Indie labels (Mumford and Sons, Arcade Fire) develop grassroots followings to engage a consumer. This panel also looks at the role of major labels in the music industry today.

Panelists: Phil Sandhaus
Chris Brown (Headtron, CAA)
Breanne Gill (Ray Stone Records)
Domonic Paris (Illuminata)
Bob Catania (Rightway Music Group)
Paul Kamp (Backbone)
Joe McGrath

Keynote Speaker
Laurence Norjean

Like @ First Site
Building Your Station's Image On and Off Campus

Find out ways to build and promote one's radio station through campaigns that raise awareness for the 'causes' your station and community support is examined in light of modern means of communication including online networking sites like YouTube, Facebook, Twitter and Tumblr as well as traditional ways of raising money and awareness via events that encourage volunteer involvement.

Panelists: Louise Palanker (Premier Radio Networks)
Cameron Manwaring (KDSSC)
Summer Watson (TuneIn Radio)
Lily Moayeri
Paul Kamp (Backbone)
Matt Cunningham (WCRX)

The Journey and The Destination (PART 2)

DIY Career

This panel looks at how to engage professionals (lawyers, managers, agents, record executives) in your career.

Panelists: Phil Sandhaus
Breanne Gill (Ray Stone Records)
Domonic Paris (Illuminata)
Mike Gormley (Yes Dear)
Bob Catania (Rightway Music Group)
Holly Adams (KCRW)
Joe McGrath

Producing a Great Show

Q & A Session

In this discussion, you learn to produce a great radio show by improving your content and sound.

Panelists: Len Mailloux (IBS)

On the Radio

Getting Your Music On the Radio

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.

Panelists: Phil Sandhaus
Mark Isler (KRLA)
Nick White (NPR)
Mike Gormley (Yes Dear Entertainment)
Summer Watson (TuneIn Radio)
Holly Adams (KCRW)

From Grassroots to Syndication
Creating Your Radio Station

Create a radio station that flourishes in your community that involves much more than what happens behind the microphone. Our expert panel will share their vast radio experience on the basics of show planning, structure, program logs, music clocks and informational programming, rules on obscenity and indecency, and some valuable handy hints to enhance on-air performance.

Panelists: Len Mailloux (IBS)
 Fritz Kass (IBS)
 Paul Kamp (Backbone)
 Jason Robbins (Lovelane Music)
 Jim Nelson (KCSN)
 Matt Cunningham (WCRX)

Bob Catania is President of Rightway Music Group (a full service Promotion; Marketing; and Consulting Company for music artists). Bob has over 30 years of experience in the music industry in radio promotion at record labels such as, Curb, Giant, Elektra, Geffen, Island, and RCA working with artists such as U2, 10,000 Maniacs, Metallica, Nirvana, Beck, Guns N' Roses, the Eagles, and Steely Dan.

Cameron Manwaring is the founder and head consultant at KdSSC Consulting and Consulting Virality LLC which specialize in Consumer Driven Marketing (also known to many as viral marketing). Cameron has been immersed in YouTube and social media for just over one year. In that year, he has managed video strategy, logistics, and marketing for over 100,000,000 views on YouTube and other social media platforms.

Breanne Gill went to the University of Tampa with a major in psychology, and originally planned on being a therapist. That all changed when she got an internship at the Fueled By Ramen merchandising office. The internship lasted eight months, and she helped package all of the orders from the FBR web store, and organize new merchandise that was received. She went on to do an internship in Manhattan with Atlantic Records in the A+R department.

Domonic Paris serves as screenwriter, director/producer on numerous shows and produced the USA Network show, *"Reel Wild Cinema"* and *"Oh! No! Mister Bill Show"* for Fox Kids. Producer of *"Exploítica"* a comedy show for Canal+ and served as screenwriter/producer/voice director on their 2008 released 3D Animated Feature, *"Fly Me To The Moon"*, and the 2010, 3D Animated Feature release of, *"Sammy's Adventures."*

Gina Gallo started as a live action film editor, editing both theatrical and docu-drama films. She then segued into feature animation editing, working on high-profile animated features for both, Disney Feature Animation, Disney Toon Animation, DreamWorks and Pop.com. She has also served as a post-production supervisor on numerous projects.

Holly Adams has devoted a major portion of her life to spreading the word of electronic music as gospel. A veteran of Dance Music Radio, Holly is well known as the female voice of legendary Los Angeles FM stations, MARS-FM (1991-1992) and Groove Radio 103.1 (1993-2001).

Jim Nelson wanted to be on the air, playing great music for interested listeners when he started in 1978. Along the way, he got his wish doing weekends for a short while at KCAL- FM/San Bernadino, but mostly he got sidetracked working behind the scenes at KLOS, KTWV and the old KWST in LA, and several other jobs within the national radio industry, including many years working at syndicated radio shows (Rockline, PowerCuts, and In The Studio).

Jolene Pellant & Mike Gormley are co-presidents of Yes Dear Entertainment, an LA-based entertainment marketing, music publishing company and talent management firm.

Joe McGrath left New Jersey many years ago in order to seek fame and fortune in California. While not quite finding either, he has, along the way, recorded or mixed six Grammy winning albums, and he has had the privilege of working with a diverse group of artists including B.B. King, Morrissey, AFI, Alkaline Trio, Ryan Adams, Keb' Mo', Blink 182 and Green Day.

Karamo Brown is one of the most exciting and savvy entertainment and lifestyle hosts you will ever come across. He has been using his undeniable charm and charisma to introduce people to music, shows, opportunities and ideas that he knows will make their life more thrilling and meaningful. He has worked extensively with rocker Jon Bon Jovi, rappers P-Diddy and Fabolous, singers Mary Mary, Oscar winner Jamie Foxx, countless top models and current reality stars.

Lily Moayeri has been a freelance journalist since 1992 contributing to numerous national and international print and on-line publications. Based in Los Angeles, Lily writes primarily about music but also about television, art, fashion, and random elements of pop culture. Lily has been a panelist at the Amsterdam Dance Event, Entertainment Publicists Professional Society, and at the AER / IBS Radio & Music Industry 2011.

Louise Palanker is an Author/Writer/Producer/Performer/Teen Advice Specialist in the arenas of radio, television, stand-up comedy, documentary film making and young adult fiction.

Mark Silverman is a songwriter and a comedian who lives in Los Angeles. He's been featured on National Public Radio and Dr. Demento and he's played hundreds of shows in the US and the UK. He is also tall and handsome, he makes lots of money, and he can spit real far. Mark thinks it's odd that people who write their own bios are forced to refer to themselves in the third-person.

Matt Cunningham is currently the Station Supervisor for WCRX FM. Matt is a producer with more than fifteen years experience in the Chicago market, focused on increasing the quality of content through the use of intriguing stories. Matt has a proven ability for enhancing the depth and breadth of segments through storytelling, captivating audio and visual elements and superior editing ability, increasing the number of listeners to local programs.

Mimi Maynard is a film and television actress (including voice acting) who is also a casting director and film producer. Since 1975, she has appeared in at least ten films and seventeen television productions, including voicing the character. She has also worked extensively in voice casting and sound design.