

Midwest Regional High School and College Radio Conference
Sponsored by
Radio Department, Columbia College Chicago and
Intercollegiate Broadcasting Systems, Inc.
33 East Congress Chicago, IL 60605

Saturday, September 24, 2011

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Special Guests

Key Note Speaker: **John Gehron, Chairman of the Advisory Board, Merlin Media LLC, Chicago, IL**

John Gehron is a nationally recognized media consultant with over 40 years of radio experience, including General Manager of Oprah Winfrey's Harpo Radio, Regional Vice President/Market Manager at Clear Channel, Senior Vice President for CBS Radio, and Co-Chief Operating Officer of American Radio Systems, where he helped create a company of 100 radio stations in 20 markets. In September of 2005, John received the prestigious "Angel" award from The Chicago Chapter of American Women in Radio. John is also a proud member of the Board of Trustees for Columbia College Chicago.

Featured On-Air Personality: **Cara Carriveau, Midday Host, WTMX 101.9 FM, Chicago, IL**

Cara Carriveau is the midday host at one of the top rated adult contemporary stations in the Midwest, WTMX, 101.9 FM ("The Mix"). She has over 20 years experience as an on-air personality, Program Director, Production Director, and Promotions Director. Cara is also host and producer of "Cara's Basement," a podcast featuring interviews with local and national celebrities and musicians. Cara also hosts a weekly entertainment feature on WTMX's website called "Cara's Slice of Chicago" as well as providing content for other websites including, "The Chicago Music Guide."

8:30 AM – 9:30 AM Registration, coffee and rolls
5th floor

MORNING SESSIONS
9:30 AM – 10:45 AM

Session I **Morning Jolt: Keeping Your Audience Awake and Informed**
Room 705

Panel: **Julian Nieh, Morning Show Host, WBBM 96.3 FM, Chicago, IL**
 Tom Carballo, Morning Show Host, WKQI, 95.5 FM, Detroit, MI
 John Swanson, Executive Producer, WTMX, 101.9 FM, Chicago, IL

Join two morning show hosts and a producer as they discuss and give advice on creating thought provoking content, using social media to connect with your audience, scheduling guests, essential role of solid production, and providing ways to give your audience a voice.

Session II **Future Stars: Obtaining And Maintaining your First Full-Time Radio Position**
Room 707

Panel: **Gary Craig, Production Director, Great Plains Media, Lawrence, KS**
 Lee Dickman, Office Manager, CBS Radio, Boston, MA
 Calie Lyons, News Writer/Producer, WWWN 101.1 FM, Chicago, IL
 Becky Silvermintz, Traffic/Business Mgr, Great Plains Media, Lawrence, KS

Throughout the years Columbia College Chicago has built its reputation on the strong foundation of developing both creative and business professionals in radio. Four recent graduates currently working full-time in the industry will give you an excellent bird's-eye view of how to break into the industry. Topics such as the importance of networking, internships, college radio, and developing essential job interviewing skills are discussed.

Session III **Audio Drama 101**
Room 709

Presenters: **George Zarr, Senior Lecturer, Radio Department, Columbia College Chicago**
Marssie Mencotti, Associate Chair, Radio Department, Columbia College Chicago

Join George and Marssie as they take you through the process of creating audio theatre for radio! This is an interactive session that features script revision, character development, and production values.

Session IV **Reaching the Next Level: Making Your High School or College Station Shine!**
Room 717

Panel: **Matt Cunningham, Supervisor, WCRX, 88.1 FM, Columbia College Chicago**
Daniel Oswald, Supervisor, WGBK, 88.5 FM, Glenbrook South High School, Northbrook, IL
Len Mailloux, General Manager and Faculty, Simmons College Radio, Boston, MA

Winners of numerous awards, three successful high school and college radio station supervisors give you insight into how to produce, program, and promote successful student work, build a core audience via social networking, and the importance of maintaining that audience through promotional events that service the community.

Session V **Digital Production With Pro Tools and Adobe Audition**
Room 719

Presenter: **Jim Mitchem, Full Time Faculty, Radio Department, Columbia College Chicago**

Get a hands-on overview of Pro Tools and Adobe Audition and how these programs can benefit your overall production. This session will be held in a studio classroom with audio workstations so you can practice what you learn.

Session VI **Sports Symposium: Hosting and Producing a Show that Works**
Room 713

Panel: **Adam Abdalla, Producer, ESPN 1000 AM, Chicago, IL**
 Les Grobstein, Host, WSCR, 670 AM, Chicago, IL

ESPN RADIO and WSCR, 670 AM are two of the most recognized names in sports radio. Join Les and Adam as they give advice on how to produce and host a show that will have your audience entertained and informed.

11:00AM-11:30AM
Room 421

Keynote Speaker:

John Gehron, Chairman of the Advisory Board, Merlin Media LLC,
Chicago, IL
Radio in a Multimedia World

11:30-12:00PM
Room 421

Columbia College Chicago High School Radio Awards Presentation IBS
Update

12:00PM-1:00PM Box Lunch
5th Floor

AFTERNOON SESSIONS
1:00 PM – 2:15 PM

Session I **Spanish Radio: A Case Study in Making the Listener Top Priority**
Room 703

Panel: **Paula Hambrick, Owner, Hambrick and Associates, Inc., Orland Park, IL**
 Jose Luis Marquez, Program Director, WLEY 107.9 FM, Chicago, IL
 Carlos Mendez, Program Director, Radio Arte 90.5 FM, Chicago, IL

Across the nation Spanish radio stations have been thriving and in turn creating a blueprint that works. Learn from these professionals how and why the format has become as “HOT” with both listeners and advertisers. This panel will give you creative ideas that work and can enhance your station’s standing in the community.

Session II **Voice-Over Techniques**
Room 709

Presenter: **Deb Doetzer, Adjunct Faculty, Radio Department, Columbia College Chicago**

Join Deb as she navigates you through the wonderful and creative world of voiceovers. This hands-on workshop will allow students to find out more about the craft of voice-overs. Script reading, voice inflection, and dialects will be discussed.

Session III **Telling It Like It Is**
Room 705

Starring: **Cara Carriveau, Midday Host, WTMX 101.9 FM, Chicago, IL**

WTMX, 101.9 FM On-Air Personality Cara Carriveau sits down with Radio Department Chair Barbara Calabrese to discuss her career, her wildly successful podcast, "Cara's Basement," her love of social media and how she incorporates it into her show, as well as giving advice to aspiring broadcasters.

Session IV **How to Create the Sound of Your Station**
Room 719

Panel: **Scott Corchin, Music Director/Evening Host, WKSC 103.5 FM, Chicago, IL**
 Jeff Frieders, Brand Manager, WHBZ 106.5 FM, Sheboygan, WI
 Michael La Crosse, Operations Director, WLS 94.7 FM, Chicago, IL

The sound of your radio station is as important as the content. Join these professionals as they give essential knowledge on how to create and maintain a solid listening base, where to find emerging artists, and how their position effects the overall sound of the station.

Session V **FCC Bootcamp**
Room 707

Presenters: **Fritz Kass, IBS Chief Operating Officer, New Windsor, New York**
 Allen Myers, IBS Board Member, Bethesda, MD

Having a hard time keeping up with the latest FCC rulings? Fear not! This will provide the answers! Internet royalties, overview on FCC rules and regulations, the future of broadcasting, overview of recent cases on which the FCC has ruled, and PPM'S will be discussed.

Session VI **Internet Radio: Why Your Station Should be Streaming**
Room 713

Panel: **George Capalbo, Vice President, Backbone Networks Corporation, Weston, MA**
 Len Mailloux, General Manager and Faculty, Simmons College Radio, Boston, MA

Are you looking to increase your listening audience? Streaming your high school or college radio station will boost listenership while also providing an extra incentive for students to showcase their work to many friends and family members. Join George and Len as they present an Internet radio automation package well suited to the college and high school broadcaster.

2:30PM – 3:45 PM

Session I **Critiquing Your Demo: What Radio Stations Look for in New Talent**
Room 719

Panel: **Don Black, Program Director, WQHH 96.5 FM, Lansing, MI**
 Leonard Ellis, Chairmen, Radio One Communications, Valparaiso, IN
 Michael La Crosse, Operations Director, WLS 94.7 FM, Chicago, IL
 Patty Martin, Program Director, WDRV 97.1 FM, Chicago, IL

Don't miss this opportunity! Whether you're an aspiring Production Director, On-Air Talent, or Sports/News Reporter, we have lined up professionals to listen to your demo! Please bring a 2-3 minute demo on cd or flash drive.

Session II **Community Radio Forum: How to Properly Serve your Community**
Room 705

Panel: **Hope Daniels, Associate Professor, Radio Department, Columbia College Chicago**
 Ruby Pinto, Public Affairs Director, WCRX, 88.1 FM, Columbia College Chicago

Learn how to work with your school administration and the community to build partnerships and increase your visibility. There will also be an open forum for student managers to share ideas, provide support, and help you problem solve.

Session III **Podcasting**
Room 709

Presenters: **John Siuntres, Production Director, WILV 100.3 FM, Chicago, IL**
 Althea Legaspi, Reporter and Producer, Chicago Public Radio, Chicago, IL

So you do your show and it's over, right? Not necessarily. By posting it on a Podcast site, you can add volumes of new listeners through downloads. Find out cheap and easy ways to do this at your station and make all of your shows available all the time. Join successful radio professionals who can give you all the ins and outs of the Podcasting process.

Session IV **Social Media Juggernaut: What it Takes to Get Your Station on the Social Media Map**
Room 713

Panel: **Justin Kaufmann, Senior Content Developer, Chicago Public Radio, Chicago, IL**
 Matt Cunningham, Supervisor, WCRX, 88.1 FM, Columbia College Chicago

From blogging, Facebook, Google +, Twitter and YouTube, radio stations have many choices to spread their message. Find out what works best and ways that can help you garner new listeners while also creating a buzz for your station.

Session V **Behind the Curtain: Producing Radio that Matters**
Room 703

Panel: **Brandy Burkhardt, Managing Producer, Kevin Trudeau Show, Syndicated**
 Floyd McCraney, Producer, K-Hits, 104.3 FM, Chicago, IL
 Carrie Shepherd, Producer, Chicago Public Radio, Chicago, IL

Join several successful producers as they break down how to produce a show that will separate you from the rest. Topics will include: working with on-air talent, importance of solid production values, thinking like an on-air host, and working your audience into the show.

Session VI **Jack of All Trades: Radio Gigs Beyond the Conventional**
Room 707

Panel: **John Gaskill, Live Audio Production Director, WLUP 97.9 FM, Chicago, IL**
 Becky Silvermintz, Traffic/Business Mgr, Great Plains Media, Lawrence, KS

Radio stations are constantly looking for individuals who are well rounded and have many skills to offer. Learn how these individuals became a “go to” person for the station at which they work and in the process, created a niche for themselves.

LATE AFTERNOON SESSIONS: 4:00 – 5:00 PM

Session I **All Systems Go: Being an On-Air Talent for the 21st Century**
Room 707

Panel: **Don Black, Program Director, WQHH 96.5 FM, Lansing, MI**
 Scott Corchin, Music Director/Evening Host, WKSC 103.5 FM, Chicago, IL
 Jeff Frieders, Brand Manager, WHBZ 106.5 FM, Sheboygan, WI

From active social media accounts, interviewing musicians and celebrities, and dispersing info to the masses, a 21st century on-air personality has a lot to juggle. Learn how to keep things exciting, fresh, and thought provoking for your audience.

Session II **Radio in a Social Media World**
Room 705

Moderator: **Barbara Calabrese, Chair, Radio Department, Columbia College Chicago**

Featuring: **Robert Feder, Media Critic, TimeOutChicago.com**
 Justin Kaufmann, Senior Content Developer, Chicago Public Radio, Chicago, IL
 Eric Zorn, Columnist/Blogger, Chicago Tribune, Chicago, IL

Join Robert, Justin and Eric as they discuss their roles in covering media, creating and maintaining a thought provoking blog, and discussing radio's past, present, and future.

Session III **Production Made Easy: How to Impact your Audience via Production**
Room 719

Panel: **Gary Craig, Production Director, Great Plains Media, Lawrence, KS**
 Brian Hlavacek, Production Assistant, WXRT 93.1 FM, Chicago, IL
 Gil Sanchez, Production Director, WJMK 104.3 FM, Chicago, IL
 John Siuntres, Production Director, WILV 100.3 FM, Chicago, IL

We pull out all the bells and whistles as a slew of successful radio people who do production for a living, give us the tricks to set your production a step above the competition. Get ready to hear samples and come prepared with lots of questions.

Session IV **Breaking News: Pursuing "The Story"**
Room 709

Panel: **Charlie Meyerson, Chicago Bureau Chief, WWWN, 101.1 FM Chicago, IL**
 Will Stevenson, News Director/Reporter, WGIL 1800 AM, Galesburg, IL

From political corruption, community issues, and tragic events, to championship implications, reporters are faced with many challenges as they navigate in pursuit of the story that relates to their listening audience. These seasoned reporters break down covering stories and delivering the facts in a concise manner.

Session V **Starting a Radio Station (Low Power FM and Internet Station)**
Room 713

Panel: **Fritz Kass, IBS Chief Operating Officer, New Windsor, New York**
 Allen Myers, IBS Board Member

Have you toyed with the idea of starting your own radio station? What types of equipment would you need and where would you find it? What kinds of obstacles might you encounter and how might these be solved? What will it cost? This panel of professionals will answer these questions and more as they give you insight and ideas into how dreams can become a reality.

Session IV **Radio Makeover: How to Successfully Image and Market Yourself**
Room 703

Panel: **Matt Smith, President, FoxRock Communications, Chicago, IL**

Learn from professional Matt Smith how to strategically market yourself to radio stations that are looking for talent like you! Matt will go over what Program Directors look for when hiring talent and discuss tips on how to negotiate a contract when that offer comes.