



**8th Annual IBS East Coast  
Radio and Webcasting Conference  
November 17, 2012,  
Simmons College Boston**

**8:00 - Registration - Coffee - Mingle - Meet other stations**

**9:15 - 10:30 - Session Block #1**

***Creating Great Talk Radio*** - For the first time ever, Talk Radio is now the #1 format in the industry. Find out why it has become so popular, from veteran Talk Programmer Craig Schwalb, Program Director of WPRO, Providence. Learn what goes into making a good Talk product and get valuable tips on making your station's Talk programming even better.

***Starting and Managing Your Own Record Label*** - Into music? Want to work in the industry? Learn how to create a place for yourself or the acts you work with from successful music producer and founder of Varulven Records, Joe Viglione. Joe and his panel of music industry guests will give you the tips you need to make your mark and find your place in the music industry.

***Web Design & Your Station*** - Your station's "Public Face" is on the internet. What kind of image does your station's website present about you and your product? How can you give new life to your station's old website? How do you best incorporate your station's social networking into your web presence? Get answers and ideas on these questions and more from veteran web designer and Bank of America Web Manager, Sarah Dulaney, who will help you get noticed on-line!

***Station Operations Boot Camp*** - Larry Miller, veteran Broadcaster, Educator, who is noted in the Rock & Roll Hall of Fame as one of the founders of Underground Radio in America and IBS Board member and 30-year FCC veteran Allen Myers will share their vast radio experience on the basics of show planning, structure, program logs, music clocks and informational programming, rules on Obscenity & Indecency, plus some valuable handy hints to enhance on-air performance.

***Internet Broadcasting and The New Radio*** - Are you streaming your signal? Are you getting the best sound and reach for your station? What's new "out there" when it comes to internet broadcast product? Join George Capalbo and Paul Kamp from Backbone Network and the IBS Student Radio Network along with Steve Theo from Pirate Radio to learn how to get your product on the web or make it better and more cutting-edge.

## **10:30 - 11:45 - Session Block #2**

***Producing a Killer Show*** - Your show is only as good as your prep. Learn what goes into planning and structuring a great show. Veteran broadcasters Craig Schwalb, Program Director of WPRO, Providence and Scott Gibbons, On-Air Personality at WPLM, Plymouth will give you the tools you need to produce interesting, informative and entertaining radio.

***Social Media & Your Station*** - Facebook - Twitter - Skype - Google Chat - They are everywhere and more and more people are using them. Learn how social media can enhance your station's reach and overall sound. Dr. E. Michael Harrington of Berklee College of Music, Boston and IBS Board member John Murphy of Eastern Conn. State Univ. will show you the promotional value of social media in today's broadcast world. Learn how to better incorporate social media into your operation and take it to the next level.

***Hyper-Local Promotions - Winning in Your Own Back Yard*** - Most of us stream our signals around the world but in our quest to expand our audiences, are we ignoring our own community? Join Independent Music Producer Joe Viglione, host of television's "Visual Radio" - Julie Devereaux of WROR, Boston and Kimberly Jaeger of WZLX, Boston to explore the many local promotion opportunities within a market that many stations overlook.

***Building a News & Information Product*** - Newscasts, PSA's, Special Topic Broadcasts, Updated Campus and Community Announcements. These are all elements of a station's information image. Join long-time Radio News Director and Simmons College faculty member, Len Mailloux to learn how to create or upgrade your station's news product and credibility and learn how to better use the information system your school already has to build the station sound and image.

***Station Manager's Workshop*** - Running a college or high school station is most often the work of volunteers. As a manager, it is your job to staff and run the station, keeping the staff focused and motivated. Join two experienced commercial radio veterans and Faculty Advisors, Larry Miller, long-time manager of MassComm Radio, at Massachusetts Communications College, Boston and Paul Lazarovich from WVBF Radio and Wentworth Radio, Boston for tips on how to better manage, train and recruit staff and operate your station as well as some hints on how to improve your own management skills.

## **11:45 - Lunch**

### **Noon - IBS Station Excellence Award - Working Lunch**

Are you an award-winning radio station? FIND OUT TODAY!

Join us to learn about the IBS Broadcast Excellence Award self-inspection. We will show you how to assess your station and will present awards at the close of the conference to those stations qualifying for a Bronze, Silver, Gold or Platinum Award for Broadcast Excellence.

Help build support from your school administration - promote the station - cause excitement on your staff over a job well done! Be recognized for the quality of your product by the largest academic broadcast organization in America.

## **1:00 - 2:15 - Session Block #3**

***Women in Media*** - In the last 20 years, women have taken on new and more prominent roles in the world of media but many challenges remain. Judy Richland of the Simmons Communication faculty and the first woman to own a design firm in Boston, Joni Siani, an on-air radio personality in Chicago, Miami and Boston and Erica Moura, the Director of Video Operations at the Boston Herald will discuss the roadblocks and opportunities facing professional women in contemporary media.

***Music Royalties & Copyright Issues*** - Perhaps the most confusing issue facing academic broadcasters over the last few years has been royalties for music streaming. Join IBS Chief Operating Officer, Fritz Kass and Walter McDonough, founder of the Future of Music Coalition to separate myth from fact in this ongoing battle. What do we owe? When do we owe it? Who should we pay? What are we likely to pay in the future? Get answers to these questions and more.

***Marketing Online Without a Budget*** - You don't have a budget, or much of one and you want to get the word out about our station. You can do it with the creative use of the internet. Join independent web designer and Bank of America Web Administrator Sarah Dulaney to explore ways your station can enhance its image and listener base on a global scale.

***Radio Engineering & FCC Compliance*** - No matter how good your content may be, your station is only as good as its sound. Fred Krampitts, Chief Engineer of Springfield Technical Community College and IBS Board member and 30-year FCC veteran Allen Myers can answer your questions on studio equipment, upgrades, maintenance, FCC compliance, and getting the most from your dollar when buying new equipment for your station.

***Making Your Station an Academic Resource*** - This session looks at new ways to use your station. Join IBS Chairman and Simmons faculty member Len Mailloux to learn how campus radio is being used in unique ways such as: Virtual-Study-Abroad, a laboratory for courses throughout the college and a powerful voice for your administration. The session will look at new roles, uses and product for an old medium and help you make your station something your school will promote and support.

#### **2:30 - 3:45 - Session Block #4**

***FCC Bootcamp*** - So what's this LPFM thing we've heard so much about? How do you get a license to broadcast? What is the FCC rule regarding... Learn about broadcast law and licensing from IBS Board member and 30-year FCC veteran Allen Myers, who will lead you through the maze of government regulation and answer your questions about licensing options, broadcast rules and dealing with the FCC.

***Future of Music*** - What's happening in the world of music and music royalties? How has the onset of web streaming, satellite, I-Pod, file sharing and other technologies and practices affected the music world? What is the relationship between the music industry and the broadcaster and what is that relationship likely to be in the future? Dr. E. Michael Harrington of Boston's Berklee College of Music and Walter McDonough, founder and Board member of The Future of Music Coalition will look at the very latest and future of music product, delivery and performance.

***Underwriting and Fundraising*** - While there are a great many radio stations, none of them are free. It doesn't matter how big or small your broadcast operation may be, there are bills to pay and that requires sources of funding. IBS Board member John Murphy of Eastern Conn. State Univ. will help share successful underwriting campaigns and great ideas for bringing revenue into your station.

***Finding That First Job*** - Getting your foot in the door is never easy. Find out what real programmers are looking for and how to get noticed out there. Lee Dickman of CBS Radio and long-time Boston, Miami and Chicago broadcaster Joni Siani will answer your questions and give you ideas on how to position yourself for that most-important first job. Resumes, cover letters, internships and good contact skills are all crucial to getting noticed "out there" Find out how to get noticed and get hired from two people who know the ropes.

#### ***4:00 - IBS Broadcast Excellence Awards***

We will present IBS Broadcast Excellence Awards to those stations that completed the self-inspection at the conference and take pictures you can use to publicize this accomplishment.