

# Columbia

C O L L E G E C H I C A G O

**Midwest Regional High School and College Radio/Webcast Conference**

**Sponsored by**

**Radio Department, Columbia College Chicago and  
Intercollegiate Broadcasting Systems, Inc.  
33 East Congress Chicago, IL 60605**

**Saturday, September 29, 2012**

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Key Note Speaker: **TBA**

Featured On-Air Personalities: **Jay Niice and Julian Nieh, Morning Show Hosts, WBBM 96.3 FM, Chicago, IL**

J Niice (Jamar McNeil) and Julian Nieh have been hosting "The J and Julian Morning Show," at WBBM-FM (96.3) in Chicago since 2009. Featuring a mix of top 40 hits, interviews with local and national celebrities, and entertainment news from Perez Hilton and Showbiz Shelly, the show continues to attract a dedicated audience making it one of the top-rated morning shows in Chicago.

**8:30 AM – 9:30 AM Registration, coffee and rolls  
5<sup>th</sup> floor**

## **MORNING SESSIONS      9:30 AM – 10:45 AM**

Session I      **Making Your Morning Show Matter**  
Room 705

Panel:      **AJ & Pat Clark, Morning Show Hosts, WYTE 106.5 FM, Wausau, WI**  
**Mojo, Morning Show Host, WKQI, 95.5 FM, Detroit, MI**  
**Leon Rogers, Morning Show Host, WGCI 107.5 FM, Chicago, IL**  
**Ray Stevens, Morning Show Host, WUSN 99.9 FM, Chicago, IL**

Join five morning show hosts 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**  
Room 707      **Full Time Radio Position**

Panel:      **Lee Dickman, Office Manager, CBS Radio, Boston, MA**  
**John Gregory, Anchor/Reporter, IRN, Chicago, IL**  
**Nicole Ondracka, Account Executive, WBBM, 96.3 FM, Chicago, IL**  
**Sarah Zwinklis, Production Distribution Asst. WFMT, Chicago, IL**

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**  
**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 **How to Get Your High School or College Radio Station to the Next Level**  
Room 717

Panel: **Matt Cunningham, Supervisor, WCRX 88.1 FM, Columbia College Chicago**  
**Ed Daily, Tri-Tech Skills Center, Instructor, Kennewick, WA**  
**Len Mailloux, G.M. 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, Associate Professor, 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 **Breaking Into Sports Radio**  
Room 713

Panel: **Carmen DeFalco, Host, ESPN AM 1000, Chicago, IL**  
**Ray Flores, Anchor/Reporter, ESPN AM 1000, Chicago, IL**  
**Les Grobstein, Host, WSCR, 670 AM, Chicago, IL**  
**George Ofman, Anchor/Reporter, WBBM Newsradio 780 AM, Chicago, IL**

Interested in a career in sports radio? Then this is the panel for you! Get first-hand knowledge about what it's like to cover sports for a living, working on deadline, covering live events, interviewing athletes, the importance of social media and ways to acquire a position in the highly competitive sports industry.

Session VII **Critiquing Your Demo: What Radio Stations Look for in New Talent**  
Room 703

Panel: **Scott Childers, Program Director, WSSR, 96.7 FM, Crest Hill, IL**  
**Jeff Kapugi, VP of Programming/Program Director, WUSN, 99.5 FM, Chicago, IL**  
**and Adjunct Faculty, Radio Department Columbia College Chicago**  
**Marty Headrick, Music Director/Afternoon Host, WYTE 106.5 FM/Hot 96.7 FM,**  
**Wausau, WI**

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.

**11:00AM-11:30AM Keynote Speaker: TBA**  
Room 421

**11:30-12:00PM Columbia College Chicago High School Radio/Audio**  
Room 421 **Awards Presentation**

**12:00PM-1:00PM**  
5<sup>th</sup> Floor **Box Lunch/Live Podcast With Jamie Black, Dynasty Podcasts**  
**Interview/Music Performance: Marina City**

#### **AFTERNOON SESSIONS 1:00 PM – 2:15 PM**

Session I **Programming and Hosting a Show From Scratch**  
Room 703

Panel: **Steve Edwards, On-Air Host, Chicago Public Radio, Chicago, IL**  
**Bionce Foxx, Operations Manager,, WindyCityUnderGround.com, Chicago, IL**  
**Abe Kanan, On-Air Host, "The Abe Kanan Show," Sirius/XM Radio**  
**Luis Lopez, On-Air Host, "Dance Factory," 92.5/92.7/99.9 FM, Chicago, IL**

Learn how these professionals successfully developed, produced and marketed a program from its inception. Topics include: production values, generating content for a local and national audience and using social media to create and maintain a buzz for your show.

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

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

Join Deb, a professional voice talent, 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 voiceovers. Script reading, voice inflection, and dialects will be discussed.

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

Starring:      **Jay Niice and Julian Nieh, Morning Show Hosts, WBBM 96.3 FM, Chicago, IL**

WBBM, 96.3 FM Morning Show Hosts Jay Niice and Julian Nieh from the “J and Julian Show,” sit down with Radio Department Chair Barbara Calabrese to discuss their successful morning show, how the show came about, staying competitive in the Chicago Radio Market, interviewing celebrities, using social media to give your audience a voice, as well as giving advice to aspiring broadcasters.

Session IV     **More than Just Pushing Buttons: Using Video, Audio and Social Media to Wow  
your Audience**

Room 719

Panel:          **AJ & Pat Clark, Morning Show Hosts, WYTE 106.5 FM, Wausau, WI  
Pat Capone, On-Air Talent, WLUP 97.9 FM, Chicago, IL  
Jeff Frieders, Brand Manager, WHBZ 106.5 FM, Sheboygan, WI  
Amber Lee, Afternoon Host/Music Dir., WRQE, 93.1/93.5 FM, Green Bay, WI**

The landscape of radio has changed over the years and being a DJ is much more than crackin the Mic and pushing a button. These on-air talents have proven themselves to be adept at change and will show you how to use every avenue to make your show a stunning success so you can go Viral!

Session V    **FCC Bootcamp**  
Room 707

Presenters:    **Hope Daniels, Associate Professor, Radio Department, Columbia College Chicago**  
                  **Fritz Kass, IBS Chief Operating Officer, New Windsor, NY**  
                  **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 Corp, Weston, MA**  
                  **Rich Cerny, CEO, Backbone Networks, 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 Rich and Len as they present an Internet radio automation package well suited to the college and high school broadcaster.

Session VII    **Preparing for Special Events at the High School & College Level**  
Room 703

Panel:            **Althea Legaspi, Reporter and Producer, Chicago Public Radio, Chicago, IL and Adjunct Faculty, Columbia College Chicago**  
                  **Cheryl Morton-Langston, Director, WCRX 88.1 FM, Columbia College Chicago**  
                  **Chris Thomas, General Manager, WLTL Lyons Township HS, LaGrange, IL**

Whether it's interviewing musicians at a live music fest, conversing with athletes after a crucial victory or preparing for the upcoming 2012 election, you'll need to ask the right questions at the right time. Join our panel as they walk you through the process and share ways to spread the story via social media.

**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**  
**Don Davis, President and CEO, PRC Media, Monmouth, IL**  
**Jeff Frieders, Brand Manager, WHBZ 106.5 FM, Sheboygan, WI**

If you missed the morning critique, here's your second 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      Tips and Tricks for Getting Into the Voiceover Biz**  
Room 705

**Panel:          Deb Doetzer, Adjunct Faculty, Radio Department, Columbia College Chicago**  
**Susan Farlick, Voice-Over Agent, Grossman & Jack, Chicago, IL**  
**Ilyssa Fradin, Talent/Co-President SAG-AFTRA, Chicago, IL**  
**Tom Taylorson, Voice-Over Artist, Grossman & Jack, Chicago, IL**

Voiceover can be a lucrative business and many opportunities exist in areas you might not have considered. Get some amazing advice and perspective from both talent and talent agents.

**Session III     High School Radio at Its Best**  
Room 709

**Panel:          Pete Bowers, Station Mgr., WBFH, 88.1 FM, Andover HS, Bloomfield, MI**  
**Todd Paulson, General Manager Faculty Advisor, WARG-Radio, Argo HS,**  
**Summit, IL**  
**Jered Petrey, General Mgr./Instructor, WEEM, 91.7 FM, Pendleton Heights HS,**  
**Pendleton, IN**  
**Chris Thomas, General Manager, WLTL Lyons Township HS, LaGrange, IL**

Stop into this panel to see how your high school radio station can succeed by fostering a strong relationship with staff, administration, and students. Discussion will include: developing an audience, generating new promotional ideas, and programming a format that works.

Session IV **Building Your Audience Through Social Media**  
Room 713

Panel: **Matt Cunningham, Supervisor, WCRX 88.1 FM, Columbia College Chicago**  
**Lou Lombardo, Social Media Manager/On-Air Talent, Q 87.7 FM, Chicago, IL**  
**Nick Montecalvo, Producer/On-Air Talent, WGAM, Nashua, NH**

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 **Producing Radio that Captures Your Audience's Attention**  
Room 703

Panel: **Matt Donahue, Producer, WLS FM 94.7 FM, Chicago, IL**  
**John "Swany" Swanson, Morning Show Producer, WTMX, 101.9 FM, Chicago, IL**  
**and Adjunct Faculty, Columbia College Chicago**  
**Floyd McCraney, Producer, K-Hits 104.3 FM, Chicago, IL**  
**Mike Michalski, Associate Producer, WGN, 720 AM, Chicago, IL**

Join several producers as they break down how to produce and manage 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 **Embracing Change: Internet Radio/Internet Media**  
Room 703

Panel: **John Gehron, Chief Operating Officer, AccuRadio.com**  
**Jeff Kapugi, VP of Programming/Program Director, WUSN, 99.5 FM, Chicago, IL**  
**and Adjunct Faculty, Columbia College Chicago**

With so much new and emerging technology available including Pandora, iHeart Radio and Spotify among others, we have experts to walk you through the latest and what it means for radio.



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

### **Room 707 Keeping Your Audience Engaged and Connected**

**Panel: Don Black, Program Director/On-Air Talent, WQHH 96.5 FM, Lansing, MI  
Special K, Evening Host, WKSC 103.5 FM, Chicago, IL  
Demi Lobo, On-Air Talent, WGCI 107.5 FM, Chicago, IL  
Connie Williams, Evening Host, WGCI 107.5 FM, Chicago, IL**

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

### **Session II Marketing and the Internet: How to Use New Technology Room 705**

**Panel: Paula Hambrick, CEO, Hambrick & Associates, Orland Park, IL and Adjunct  
Faculty, Columbia College Chicago  
Jeff Kapugi, VP of Programming/Program Director, WUSN, 99.5 FM, Chicago, IL  
and Adjunct Faculty, Columbia College Chicago**

Learn how using your social media skills, business acumen and follow through via the Internet and other creative sources to make your station a success!

### **Session III Production Made Easy: How to Impact Your Audience Via Production Room 719**

**Panel: Jason Dildine, Creative Services Director, Cumulus Media, Chicago, IL  
Brian Hlavacek, Production Assistant, WXRT 93.1 FM, Chicago, IL  
Nick Montecalvo, Production Director, WGAM, Nashua, NH  
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 **Covering and Producing Newsworthy Stories**  
Room 709

Panel: **David Berner, Associate Professor, Radio Department,  
Columbia College Chicago**  
**Len Mailloux, General Manager and Faculty, Simmons College Radio, Boston, MA**

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, NY**  
**Allen Myers, IBS Board Member, Bethesda, MD**

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 VI **The Art of Being a Live DJ**  
Room 707

Panel: **DJ Alinka     DJ David Sabat**  
**DJ Narz         DJ Zebo**

Being a Club DJ is so much more than keeping the crowd dancing. These Chicago area Club DJ's give you the behind the scenes info on becoming a DJ, building a core audience, negotiating fees, and as an added incentive, each DJ will spin a 10 minute set!