



# IBS|2010

National College Radio Conference • New York City

## Conference Program

**Friday, March 5th • 10:00 AM - 9:00 PM**

REGISTRATION AREA

### SIGN UP FOR THIS YEAR'S EXCITING TOURS!

- ◆ **Paley Center for Media (Former Museum of Television & Radio):** Departs from the registration area on Friday, 2:30 pm sharp! Maximum 19 delegates.
- ◆ **Backpack Journalism Excursion:** Departs from the registration area on Friday, 4:50 pm sharp! Maximum 15 delegates.
- ◆ **Empire State Building Broadcast Facilities tour:** Departs from the registration area on Saturday, 9:30 am sharp! Maximum 20 delegates.
- ◆ **Z100/103.5 KTU/Q104.3/Power 105.1/Lite FM studio tour:** Departs from the registration area on Saturday, 11:30 am sharp! Maximum 20 delegates.
- ◆ **Registration for all tours is on a first-come, first-serve basis! One representative per tour, per school!**
- ◆ **FURTHER TOUR DETAILS ARE ON THE BACK PAGE OF THE PROGRAM!**

### Sign up to Broadcast LIVE from New York City on WIBS!

- ◆ WIBS is webcasting live from the 6th Floor Conference Center Glass Studio on Friday and Saturday.
- ◆ The IBS Student Radio Network (IBS SRN) by Backbone is all-new and just for YOU!
- ◆ Sign up for your cybercast shift and be heard "Live from New York City" around the world!

## IBS Conference Kickoff!

Join us for the IBS Conference Kickoff, featuring DJ Johnny "Juice" Rosado of Public Enemy!

Show up and enter our **RAFFLE** to win **EXCITING PRIZES**, including:

**Tickets to a live taping of "Late Night" with Jimmy Fallon on Friday afternoon!**

**Tickets to see RJD2 live at the Music Hall of Williamsburg on Saturday night! And more!**

**@ 11:00 AM:**

### IBS 2010 Kickoff: An Audience with Johnny "Juice" Rosado of Public Enemy!

Johnny "Juice" Rosado of Public Enemy is an Emmy-nominated composer, producer and studio DJ whose career spans over two decades. Aside from Public Enemy, he has worked with such acts as the Beastie Boys, DMC, Supernatural, Ashanti, C&C Music Factory, and more. He also produces "ANDYDONTSTOP!", a radio program featuring Chuck D and Wildman Steve, which airs on WBAI 99.5 FM in NYC. IBS is proud to welcome Johnny "Juice" Rosado to Conference 2010!

**@ 12:00 PM:**

### Conference Overview

As an "early bird" attendee, here is your opportunity to speak with members of the IBS Board and staff about the conference program schedule. As experienced "conference-goers," your IBS colleagues can help your station and staff navigate the "ins and outs" of conference participation. **Finally, find out if you've won one of our exciting giveaways at our raffle drawing, at the conclusion of this session!**

- ◆ **Len Mailloux and the IBS Staff**

ZURICH

PARIS

### **Are you on Twitter?**

Join the conversation about IBS 2010 and share your experiences with the world!

**Hashtag: #ibsconf**

**Read what our student guest bloggers are saying about IBS 2010, courtesy of Spinning Indie!**

**|<http://spinningindie.blogspot.com>**

*Looking for a map of the 6th floor conference center? It's on the back cover!*



# IBS|2010

## National College Radio Conference • NYC

**Friday, March 5th • 12:25 - 1:20 PM**

ZURICH

### Creating Powerful Storytelling

The ability to communicate powerfully and effectively is one of the most crucial skills for a broadcaster and media professional to possess. In this dynamic session, join acclaimed author Valerie Geller, author of “Creating Powerful Radio,” for invaluable tips, tricks and advice on how to relate information to your audience in a whole new way.

- ◆ **Valerie Geller** (Facilitator)

PARIS

### The Status of the Local Newsroom

What is the role of news—especially local news—in today’s radio programming mix? What is the trend regarding the state of newsroom support across the country? Can college stations fill in the gap, and in return provide true local service to campus and off-campus listeners?

- ◆ **Len Mailloux** (Moderator) ◆ **Lisa Ritchie**
- ◆ **Adam Peck**

LONDON

### Creating Award-Winning Production

Now that you’ve learned the basics of radio production, it’s time to take your skills to the next level. In this session, you will learn how to take everyday material and turn it into award-winning production. The session will include discussion of integrating controversial content into public service announcements.

- ◆ **Joe Lamachia** (Co-Facilitator) ◆ **Shawn Novatt** (Co-Facilitator)

BUDAPEST

### HOT TOPIC: Going Mobile: Mobile “Apps” and your Station

Having quickly skyrocketed in popularity since their introduction, “apps” for mobile devices such as iPhones and Blackberries have become the latest and most cutting-edge media distribution platform for radio stations as well. Learn how to make and market an app for your station and discuss how you can use this new technology to better promote your station.

- ◆ **George Capalbo** (Co-Facilitator) ◆ **E. Michael Harrington** (Co-Facilitator)

BOARD

### Sports in the Field: Sports Broadcasting and your Station

Sports broadcasts can generate great interest (and oftentimes financial support!) for school and college stations, while also providing valuable broadcast and programming experience. IBS stations are carrying everything from major division college football to volleyball and lacrosse. This session will discuss ideas for planning and programming sports broadcasts, inserting sports updates into your broadcasts, and will highlight some common mistakes and ways to avoid them!

- ◆ **Jerry Barmash** (Co-Moderator) ◆ **Matt Mankiewich** (Co-Moderator)
- ◆ **Ryan Beinstein** ◆ **Rob Mayer**

BOMBAY

### Introduction to Automation and Voicetracking

Automation and voicetracking software is increasingly becoming the standard across the commercial radio industry, while many college radio stations have also introduced automation programs into their on-air operations. Learn how to best utilize automation software to improve your music and program scheduling and on-air operations, while maintaining your station’s “live and local” programming image.

- ◆ **Alvin Clay** (Co-Facilitator) ◆ **Tom Zarecki** (Co-Facilitator)



# IBS|2010

## National College Radio Conference • NYC

**Friday, March 5th • 1:30 - 2:25 PM**

### The Future of Music and the Music Industry

The music industry is evolving, due to factors internal to the field, and from external pressures and influences. Is there agreement as to what is meant by the “music industry” today? What impact do new technology, audience taste and preference, artist creativity, and economics/business models have on defining the current and future music industry? Our distinguished panel will help us sort through the myriad of important and challenging issues being faced by the industry today.

- ◆ Denis McNamara (Moderator)
- ◆ Alec Foege
- ◆ Rich L’Hommedieu
- ◆ Margo Drgos
- ◆ E. Michael Harrington
- ◆ Mel Phillips
- ◆ Jim Faith
- ◆ Mike Kornfeld

### The Seven Secrets of Show Prep: Revealed

This fast moving & fun session will introduce you to proven paths to cool content for every show, PLUS, a discussion on how to learn from everyone else’s on-air performances! Former air personality, talent coach and streaming expert Tom Zarecki joins Kwame Dwanka, still in his 20’s, yet currently holding FIVE part-time radio job. Together they will share tips, tricks, ideas and insight on WHAT to say and HOW to say it, based on their extensive experience in the broadcast industry.

- ◆ Tom Zarecki (Co-Facilitator)
- ◆ Kwame Dwanka (Co-Facilitator)

### Staff Building, Recruitment and Training

One of the major challenges facing college radio stations is how to recruit and train new staff members. Whether your station is student-only or is also open to non-students, getting and retaining dedicated staff is important to its survival. A good training program will help ensure that all the good work you’re doing at your station will be carried on. In this panel, learn ways to recruit, teach and mentor new staff.

- ◆ Isobel Breheny-Schafer (Moderator)
- ◆ Ben Shaiken
- ◆ Chris Sampson

### Broadcast Writing Workshop

It is said that great radio programming starts and ends with great writing. This session will focus on tried-and-true methods of writing for radio, along with newly developed tips and techniques that will help your station’s air sound stand out from your “competitors” on the dial. This session will also teach your staff skills that can be used “post-college,” within or beyond the broadcast industry.

- ◆ Len Mailloux (Moderator)
- ◆ Joe Lamachia
- ◆ Lisa Ritchie

### An Audience with...Josh Silver of Free Press

We are at critical juncture in our nation’s history. Newspapers are closing their doors and there is the real possibility that journalism will cease to exist in communities across the nation. Meanwhile, the Internet as we know it is at risk. Our media system is in crisis. Come to this session to learn about concrete actions you can take to fix the crisis in our media. Join Josh Silver, Executive Director of Free Press, to discuss solving the crisis in American journalism, reinventing public broadcasting, and ensuring universal, open access to the Internet.

- ◆ Josh Silver (Facilitator)

### Radio Drama & Documentaries: Radio as an Art Form

Join this talented and experienced group of panelists and learn how to use the resources of the college community to produce special, quality, and educational radio drama and documentary programs. The session will include a discussion about the status of spoken word radio and radio drama production in 2010, as well

- ◆ Robert Hagen (Co-Facilitator)
- ◆ Anita Michaels (Co-Facilitator)

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# IBS|2010

## National College Radio Conference • NYC

**Friday, March 5th • 2:40 - 3:35 PM**

ZURICH

### Radio 2010: The State of the Medium

Radio, as we know it, is in for major changes in the future. New methods of delivering programming to listeners can bypass local stations. HD and Satellite radio offer multiple channels and digital audio quality, and what about webcasting and cell phones? Remember what FM did to AM? This time, the changes will be greater and more rapid. Where is it all going, and what will it mean for your station?

- ◆ Chuck Platt (Moderator)
- ◆ Alec Foege
- ◆ Denis McNamara
- ◆ Allen Myers
- ◆ Mel Phillips
- ◆ Joe Rock
- ◆ Bob Taylor

PARIS

### Building a Community within College Radio: An Audience with CMJ

The CMJ Network connects music lovers with the best in new music through print, interactive media and events. CMJ.com, CMJ Music Monthly, CMJ New Music Report/Alert, CMJ Events and the CMJ Directory are only some of the services that the CMJ Network provides to the college radio stations and the music industry at large, helping to forge a strong community within the field of college radio. This session is an opportunity for you to meet and speak with CMJ representatives.

- ◆ Lisa Hresko (Facilitator)

LONDON

### An Audience with...Joey Reynolds of WOR

Considered to be one of the most creative persons in America, Joey Reynolds has been involved in "showbiz" most of his life. He was inducted into the Rock 'n' Roll Hall of Fame in Cleveland a couple of years ago for his accomplishments in radio, television and music, and has enjoyed an immensely successful career as a top-40 and talk radio personality. Today, Joey Reynolds considers his show the "Seinfeld of Radio" – it's about nothing and it's a hit! IBS is pleased to welcome Joey to this year's conference!

- ◆ Joey Reynolds

BUDAPEST

### Station Relations with your Campus and Community

A broadcast license requires you to serve your community. If your school/college is the licensee, they are ultimately responsible for its operation and programming. What lines of communication exist between the station and the administration? How can you create understanding and support before a crisis? How can you build a stronger relationship with your campus and off-campus communities and the listeners at large?

- ◆ John Murphy (Moderator)
- ◆ Danielle Fugate
- ◆ Ben Shaiken
- ◆ Jeremy Swiger
- ◆ Cedric Watson

BOARD

### Harnessing Web 2.0 at your Station

The innovations of Web 2.0 and the open source movement provide new and exciting opportunities for radio stations and programmers to promote themselves and their work. From setting up a blog, Twitter account or RSS feed for your station, distributing your podcast, or increasing your website's interactivity, this session will give you the tools and knowledge you need to embrace the powers of this new technology.

- ◆ Shawn Novatt (Moderator)
- ◆ Andrew Budd
- ◆ Alvin Clay
- ◆ Eric doormouse Peltier
- ◆ Anthony Zaragoza

BOMBAY

### Political and Election Coverage on College Radio

College and non-commercial radio plays an important role in providing an outlet to multiple voices and sources of information that may not be found elsewhere on the dial. One of the ways in which this is accomplished is through political and election/campaign coverage. This panel will discuss how to most effectively incorporate coverage of political issues and electoral races into your station's programming, as well as tips, tricks and advice for interviewing elected officials and candidates for office.

- ◆ Michael Nevradakis (Moderator)
- ◆ Adam Peck
- ◆ Alexandra Zimmermann

Paley Center for Media tour departs at 2:30 PM from the registration area. More details on the back page.



# IBS|2010

## National College Radio Conference • NYC

**Friday, March 5th • 3:50 - 4:45 PM**

ZURICH

### Music Licensing, Copyrights and Royalties

College radio stations must follow many of the same regulations and practices as do commercial radio stations when it comes to music licensing and copyright requirements. Our panel of experts will lead the discussion, provide background on the topic, and discuss the latest updates regarding royalty payments which all college and high school radio stations and webcasters must be aware of!

- ◆ Fritz Kass (Moderator)
- ◆ Lee Knife

PARIS

### An Audience with...Jonathan Clarke, Marc "The Cope" Coppola and Maria Milito of Q104.3

Q104.3 is the most listened to classic rock radio station in America, boasting a "who's-who" of acclaimed broadcasters, including Marc Coppola (Saturday evenings from 7 PM-midnight), Maria Milito (weekdays from 9 AM to 2 PM) and Jonathan Clarke (Sunday evenings from 7-10 PM). Join them as they share their experiences as longtime radio personalities, discuss the state of classic rock and classic rock radio today, and focus on what makes for great on-air announcing and voiceover skills!

- ◆ Jonathan Clarke
- ◆ Marc "The Cope" Coppola
- ◆ Maria Milito

LONDON

### Building your News and Information Image

How do you cover news in your community? How does it get written and delivered on air? Do you use locally-gathered sound in your newscasts, and if so, how does it fit in with your news copy? Who reads your newscasts...the person who writes them, or an announcer? Learn ways to integrate local news into your programming.

- ◆ Lisa Ritchie (Moderator)
- ◆ Len Mailloux
- ◆ Adam Peck
- ◆ Jerry Barmash
- ◆ David North

BUDAPEST

### Community & LPFM Radio in 2010

In this era of consolidation and mega-mergers in media, college radio and community radio, in the broadest sense of identity, is more critical to our lives as intelligent listeners than ever before. The efforts of many of the national, regional and local community and LPFM radio stations and organizations will be discussed at this timely panel.

- ◆ Ursula Ruedenberg (Moderator)
- ◆ Clara Ibarra
- ◆ Allen Myers
- ◆ Andrea Folds
- ◆ Andalusia Knoll
- ◆ Joe Vignola

BOARD

### An Audience with...The Society of Broadcast Engineers (SBE)

Founded in 1964, the Society of Broadcast Engineers is the only organization devoted to the advancement of all levels and types of broadcast engineering. Join SBE representatives for an introduction to the world of broadcast engineering and a discussion of possible career paths and options in this expanding field!

- ◆ George Marshall (Co-Facilitator)
- ◆ Jeff Smith (Co-Facilitator)
- ◆ Chris Tobin (Co-Facilitator)

BOMBAY

### College Radio Station Managers

At the local college station, the "buck stops here!" There is no equivalent student organization leadership experience on campus similar to that of serving as a station manager. This session serves as an opportunity for managers to discuss the myriad of issues facing college radio operations today.

- ◆ Larry Miller (Moderator)
- ◆ Kayla Seybert
- ◆ Nick Yee
- ◆ Anthony Costulas
- ◆ Jeremy Swiger



# IBS|2010

## National College Radio Conference • NYC

**Friday, March 5th • 5:00 - 5:55 PM**

### Social Networking and College Radio

College and high school stations are finding innovative and creative ways to integrate Facebook, Twitter, MySpace, YouTube and other social networking websites into their programming, marketing and outreach efforts, bringing their programming and events to worldwide audiences. Share your ideas and experi-

- ◆ Eric doormouse Peltier (Moderator)
- ◆ Victoria Gonzalez
- ◆ Jeremy Swiger
- ◆ Alvin Clay
- ◆ John Rosenfelder
- ◆ Sarah Dulaney
- ◆ Ben Shaiken

### Dance Music: When Commercial is NOT Commercial

Wildly popular around the world, dance music's popularity continues to grow in the United States as well. Join some of the most recognizable names in dance music for an exciting discussion about their careers and experiences in dance music, the current state of the dance music genre, and the efforts to increase the visibility and viability of the music nationwide.

- ◆ Brett Holcomb (Moderator)
- ◆ Frank Murray
- ◆ Tony Santiago
- ◆ Kris Henderson
- ◆ John Parker
- ◆ Cary Vance
- ◆ George Hess
- ◆ Mike Rizzo

### Public Affairs Programming and your Station

From local productions to nationally syndicated shows, college and school stations are producing and carrying a diverse array of excellent information-oriented programs. The members of this panel will discuss ideas and solutions to bolster your station's news/public affairs programming efforts.

- ◆ David North (Moderator)
- ◆ Vic Fusco
- ◆ Joe Vignola
- ◆ Sara Fusco
- ◆ Bruce Alan Martin

### FCC Rules YOU Need to Know

Join this panel of FCC and telecommunication policy experts for a discussion about FCC regulations as they pertain to the licensing and operation of your college/school radio station, and have your questions answered!

- ◆ Allen Myers (Moderator)
- ◆ Lauren Lynch Flick
- ◆ Laura Deen Johnson

### The Ratings Game: An Audience with Arbitron and the RRC

Far from being the exclusive domain of commercial radio stations, ratings data can help college and non-commercial stations learn who their programming is...and isn't...reaching. Learn more about how ratings are measured, how audience research is performed, and how to expand your audience. Additionally, learn about the new "People Meter" (PPM) technology, its implications on non-commercial radio stations and how they are measured in the ratings, and how your station can implement this new technology.

- ◆ Jeff Davidson (Co-Moderator)
- ◆ Dave Sullivan (Co-Moderator)
- ◆ Vin Ciavatta

### Being a Better Manager

A school/college radio station's programming is a reflection of the quality of its management. An effective management team will ensure that your station sounds "polished" and functions efficiently. This session will review organizational management possibilities and techniques, including staff manual development, staffing station director positions, using community volunteers and alumni, and much more!

- ◆ Len Mailloux (Facilitator)

**The Backpack Journalism Excursion departs at 4:50 PM from the registration area. More details on the back page.**

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# IBS|2010

## National College Radio Conference • NYC

Friday, March 5th • 6:10 - 7:05 PM

ZURICH

### Radio and Record Company Relations

This annual conference highlight session focuses on ways for college radio stations and record companies to establish and maintain productive and long-lasting working relationships with major record companies as well as indie labels. IBS is pleased to welcome this group of record and music industry professionals to the conference.

- ◆ Suzanne McGillicuddy (Moderator)
- ◆ Margo Drgos
- ◆ Scott Kuchler
- ◆ Kris Agathos
- ◆ Rick Eberle
- ◆ Mark Carpentieri
- ◆ Peter Hay

PARIS

### Podcasting: A Creative Overview

This session will acquaint you with this rapidly developing technology and concept, and discuss ways in which your station can conceptualize, produce, program and promote podcasts and integrate them into its programming and publicity efforts.

- ◆ Richard Arfin (Moderator)
- ◆ Mark Wood
- ◆ Denis McNamara
- ◆ Anthony Zaragoza

LONDON

### Publicity, Marketing and Promotions

The radio industry today is more dependent on creative and skilled promotions, publicity and marketing staff than ever before. In this session, panelists from both college radio stations and the professional workplace will help you plan to position your station for maximum success and listenership.

- ◆ Rich Koch (Moderator)
- ◆ Victoria Gonzalez
- ◆ Shawn Novatt
- ◆ Tess Cooper
- ◆ Mike Kornfeld
- ◆ Ben Shaiken
- ◆ Eric de Fontenay
- ◆ Anne Leighton

BUDAPEST

### Station Finances: How Do We Get More Money?

During difficult economic times, non-commercial and college stations face increased difficulties in raising money and meeting their fundraising goals. This session provides an overview on what college radio stations can do to raise more money, and how to operate on a shoestring budget.

- ◆ John Murphy (Moderator)
- ◆ Ursula Ruedenberg
- ◆ Danielle Fugate
- ◆ Jeremy Swiger

BOARD

### Engineering for Non-Engineers

You're holding down the late-night shift and suddenly you are off-the-air...or you are out in the field on a remote broadcast, and your link to the studio goes dead. This "beginner" session will help to demystify terminology of the "techie" world and help you gain a better understanding of radio engineering and technology, so that you will be prepared for any situation which may arise.

- ◆ Tom Gibson (Moderator)
- ◆ Jake Glanz
- ◆ Chris Tobin
- ◆ Frank Burgert
- ◆ Jeff Smith

BOMBAY

### The Role of Faculty Advisers

A good faculty adviser can be an important asset to any school/college radio station. Join our experienced group of panelists to review and discuss what role an adviser should play in serving the station, students, and the institution.

- ◆ David J. Fabilli (Moderator)
- ◆ John Murphy
- ◆ Laura Deen Johnson
- ◆ Chuck Platt



# IBS|2010

## National College Radio Conference • NYC

Friday, March 5th • 7:20 - 8:15 PM

ZURICH

### Musicians Showcase: An Audience with the Bands (Part I)

IBS is proud to welcome some of today's hottest young bands, artists and musicians for a panel discussion dedicated solely to them and their work. Spanning many genres and styles of music, this is your chance to learn about their music, careers and much more! *1st of 2 sessions.*

- ◆ Rick Eberle (Moderator)
- ◆ An Evening With
- ◆ Tina Brown
- ◆ Dominick
- ◆ Eljuri
- ◆ Lauren Hooker
- ◆ Jann Klose

PARIS

### Is it Appropriate? Indecency and Obscenity in Today's Radio Environment

After the well-publicized Janet Jackson and Don Imus incidents, the issue of indecent and obscene material on the airwaves has become more prevalent than ever. With no "clear line" rule as to what is and what isn't acceptable, stations often rely on precedent and their own discretion to avoid risking a hefty fine. Join our panelists for a discussion of how to balance your programming needs with FCC policy.

- ◆ Allen Myers (Moderator)
- ◆ Laura Deen Johnson
- ◆ Chris Sampson

LONDON

### Beyond Radio: Using New Technology to Become a Media Content Provider

This session will provide an overview of new innovations in the world of technology and telecommunications. Our panel of experts in the field will discuss ways in which college radio stations and programmers can best utilize the range of technological options available to them to become more than just a radio station, but a media content provider.

- ◆ Denis McNamara (Moderator)
- ◆ Richard Arfin
- ◆ Andrew Budd
- ◆ Eric doormouse Peltier

BUDAPEST

### Equipment Purchasing Decisions

Station budgets are often limited. How can you plan for and choose from the various equipment options and offerings that are available? This session will help you set equipment purchasing priorities for your station.

- ◆ Tom Gibson (Moderator)
- ◆ Frank Burgert
- ◆ George Capalbo
- ◆ Jake Glanz
- ◆ Jeff Smith

BOARD

### Making the Magic: A Creativity Workshop

This annual session gets to the heart of what made radio unique and important to listeners in the first place...so many years ago. In this era of an ever-expanding media "pie," radio, through the effective use of sound and imagination, remains the most magical of media. Len Mailloux will charge your creative juices...long enough for you to return home to inject your energy and enthusiasm into the hearts and minds of your station colleagues. Make the magic!

- ◆ Len Mailloux (Facilitator)

BOMBAY

### High School Radio Workshop

This session focuses on the many pertinent issues and challenges facing high school radio stations today, including programming, management, engineering, staffing and more! Your panelists are experienced in both the academic and professional broadcast environments. If you are a high school student or station adviser...this session is for you!

- ◆ Shawn Novatt (Moderator)
- ◆ David North
- ◆ Adam Weinstock



# IBS|2010

## National College Radio Conference • NYC

**Friday, March 5th • 8:20 - 9:15 PM**

ZURICH

### Meet-and-Greet with Today's Hottest Bands and Artists

This is YOUR opportunity to meet, mingle, interact and network one-on-one with some of today's hottest young bands, artists and musicians, spanning a variety of genres and styles of music, in a relaxed and casual atmosphere. *1st of 2 meet-and-greets.*

PARIS

### Reggae: A Musical Genre and a Soundtrack for Action

Reggaeton, Dancehall, Rockers, Dub. Mix in a dash of politics, culture and a panel of experts, and you have a session that "takes it to the streets." Join this discussion with experienced reggae music programmers and activists, and learn more about the issues and challenges facing this genre today.

- ◆ Lister Hewan-Lowe (Moderator)
- ◆ Cecilia Villar Eljuri
- ◆ Vivien Goldman

LONDON

### The State and Future of Satellite Radio

Join Jake Glanz of Sirius XM Satellite Radio for an overview of satellite radio broadcasting. Find out what this satellite radio has to offer to its listeners, information about its programming and on-air personalities, and what impact the recent merger of Sirius and XM might have on the future of this medium, for your station, and for listeners.

- ◆ Jake Glanz (Facilitator)

BUDAPEST

### Planning Graduate or Legal Study in Media

Thinking of applying to Graduate school? Law school? Interested in taking your media studies to the next level, by pursuing further study in such fields as media theory, journalism, broadcasting or copyright law? This session is an opportunity for you to get your questions answered and to receive tips and helpful advice on identifying your academic/professional interests, researching academic programs, and navigating the often daunting admissions process.

- ◆ Michael Nevradakis (Facilitator)

BOARD

### IBS Student Radio Network by Backbone (IBS SRN): Information Session

Join the discussion as IBS staff discusses the IBS Digital Radio Network, an exciting new service brought to you in conjunction with Backbone, using its advanced client-server radio software to enable school/college stations to syndicate live and produced radio programming among member stations, and to access a vast amount of royalty-free programming from numerous worldwide resources. *1st of 2 sessions.*

- ◆ George Capalbo
- ◆ Paul Kamp
- ◆ Rich Cerny
- ◆ Len Mailloux

BOMBAY

### IBS Conference Tweetup!

Tweeters unite! This is your opportunity to "tweet up" with your friends and colleagues, to mingle and network, and to make plans for the evening and for Saturday's exciting day of conference events. Bring your laptop or mobile device, and be sure to share your experiences from the conference with your followers back home and the Twittersphere at large, using the IBS conference hashtag #ibskonf.

**Join us again tomorrow starting at 9:30 AM for another exciting set of panels, sessions and workshops, as well as our studio tours of local radio stations (Z100, 103.5 KTU, Q104.3, Power 105.1 and Lite FM), and the broadcast facilities atop the Empire State Building!**  
**Each tour lasts 45-50 minutes plus transportation time.**  
**Further tour details are on the back page of the program!**



# IBS|2010

## National College Radio Conference • NYC

**Saturday, March 6th • 9:30 - 10:25 AM**

ZURICH

### Announcers' Workshop

When you're on the air, your voice and presentation are your identity, and more importantly, your product. *What* you say is important but *how* you present your message is critical to building a successful show. You may have the most amazing music to program, or the timeliest topics to discuss, but, if you cannot communicate effectively, your hard work and best intentions are for naught. Vocal hygiene, management, and awareness will be discussed as well as announcing tips to consider prior to, during, and following your radio show. Learn how to make the best of what you've got!

- ◆ David J. Fabilli (Moderator)
- ◆ Larry Miller
- ◆ Lisa Ritchie

PARIS

### The Role of College Radio During an Emergency

After the recent earthquake in Haiti, college radio played a major role in coming to the aid of the earthquake victims, through on-air pledge drives and fundraisers. Recently, we have also witnessed tragic events unfold "closer to home" on the campuses of Virginia Tech and elsewhere. During such emergencies, college radio plays an important role in disseminating accurate news and information to students and the general public. In this session, discuss successful ways in which college radio has mobilized during emergencies, and strategies your station can implement to be prepared for any emergency that may arise.

- ◆ Len Mailloux (Moderator)
- ◆ Isobel Breheny-Schafer
- ◆ Mark Laiosa

LONDON

### Marketing on the Web Without a Budget

In this session, join Sarah Dulaney as she discusses innovative ways for your station to promote its programming efforts and special events to a worldwide Internet audience at little to no cost. Utilizing the endless resources of the online world, your station can fundraise, draw new listeners and more effectively reach out to existing listeners, no matter how limited your station's budget is!

- ◆ Sarah Dulaney (Facilitator)

BUDAPEST

### FCC Rules YOU Need to Know

Join this panel of FCC and telecommunication policy experts for a discussion about FCC regulations as they pertain to the licensing and operation of your college/school radio station, and have your questions answered!

- ◆ Allen Myers (Moderator)
- ◆ Lauren Lynch Flick
- ◆ Laura Deen Johnson

BOARD

### Scheduling Marathon Programming

One of the notable programming features of many college radio stations are special "marathon" programs and features. Often aired in conjunction with station fundraisers and radiothons, marathons are a great way for your station to gain publicity, produce creative and unique programming, and potentially raise money. Join our panel of seasoned programmers for a session discussing the practicalities of scheduling and airing marathon broadcasts and ideas for special music and spoken word marathons for your station.

- ◆ George Capalbo (Co-Facilitator)
- ◆ Erica Moura (Co-Facilitator)

BOMBAY

### Community College Station Workshop

Here is your opportunity to discuss the challenges of operating a college radio station at a two-year campus. Staff recruitment, staff turnover, fundraising, station publicity and visibility are some of the many issues which will be discussed, as well as how your station can better serve students at your community college and the surrounding community at large.

- ◆ Chuck Platt (Facilitator)

**Empire State Building tour departs at 9:30 AM from the registration area. More details on the back page.**



# IBS|2010

## National College Radio Conference • NYC

**Saturday, March 6th • 10:35 - 11:30 AM**

ZURICH

### An Audience with...Dr. Joy Browne of WOR

How many radio psychologists have been engineers on the space program, worked on archeology digs in the south of France and enjoy hot air ballooning? Only one: Dr. Joy Browne. Dr. Joy, from her nationally syndicated daily radio show on the WOR Radio Network, the longest running program of its kind, will share her experience and expertise from her distinguished career. Come see what has helped her guide her millions of loyal fans through the trials and travails of their daily lives, always asking them, "What's the question?" IBS is pleased to welcome Dr. Joy Browne to Conference 2010!

- ◆ Dr. Joy Browne

PARIS

### Globalization: Virtual Study Abroad

Simmons College in Boston has teamed with the African University College of Communications (AUCC) in Accra, Ghana to develop a new concept in education...Virtual Study Abroad. Through the use of multi-media platforms, including social networking sites and the internet radio stations at both schools, Simmons and AUCC students are studying together, producing simulcast radio shows and working together across the ocean. Join Simmons Communications Department Chair, Professor James Corcoran and Course Professor Len Mailloux for a look at new education models in this digital age and for an exciting live connection with the AUCC in Ghana!

- ◆ James Corcoran
- ◆ Len Mailloux
- ◆ Deirdre Yee

LONDON

### Independent Labels and your Station

What is an independent label in the year 2010? How does your station interact with label representatives, artists and bands? What roles are the new delivery systems for music playing for the future of independent music worldwide? Here is your chance to discuss these pertinent issues with representatives from independent record labels.

- ◆ Rick Eberle (Moderator)
- ◆ Scott Kuchler
- ◆ Kris Agathos
- ◆ John Rosenfelder

BUDAPEST

### Conducting a Great Interview

The art of a great interview is as timeless as the medium of radio itself, one which is particularly engaging for the listener. Learn how to secure interviews with notable personalities, effectively prepare for an interview, how to ask the right questions, and how to improve your on-air presentation with our panel of experienced radio programmers and interviewers.

- ◆ John Ottaviano (Moderator)
- ◆ Mike Ferrari
- ◆ Vic Fusco
- ◆ Jerry Barmash
- ◆ Danielle Fugate
- ◆ Delphine Blue
- ◆ Sara Fusco

BOARD

### HD, Carrier Current, Cable FM and Other Alternatives to Licensed FM Broadcasting

Can't get a non-commercial FM frequency in your town or city for your school/college station? Have an existing frequency but looking to broadcast utilizing HD (Hybrid Digital) radio, or to perhaps on an HD subchannel of an existing station? Learn about alternative methods of delivering your station's audio and programming to your target audience.

- ◆ Tom Gibson (Co-Facilitator)
- ◆ Allen Myers (Co-Facilitator)

BOMBAY

### Classical Music and Creativity

Beethoven for brainiacs...and more! Classical music still has a home on college stations throughout the country. Find out how programmers are mixing traditional and contemporary classical pieces in formats that are certainly NOT the stereotype of your "parents' classical music!"

- ◆ Jeff James (Co-Facilitator)
- ◆ Mark Laiosa (Co-Facilitator)



# IBS|2010

## National College Radio Conference • NYC

**Saturday, March 6th • 11:45 AM - 12:40 PM**

ZURICH

### An Audience with the Pros: On-Air Personalities

Join this panel of distinguished and experienced radio personalities for a discussion on their careers as professional broadcasters and on-air personalities, their views on the radio/broadcasting industry, and their advice as to how to pursue and jump-start YOUR broadcasting career.

- ◆ Lisa Ritchie (Moderator)
- ◆ Jack Kratoville
- ◆ Jerry Schaefer
- ◆ Jimmy Fink
- ◆ Joe Rock

PARIS

### Prep and Performance: Never be Boring

Valerie Geller's work is based on three things: 1. Tell the truth; 2. Make it matter; 3. Never be boring! Learn proven methods used by top stations to get, keep and grow your audience, using powerful techniques to ensure your content is unique, compelling, entertaining, informative, inspiring, persuading and engaging.

- ◆ Valerie Geller (Facilitator)

LONDON

### Building a Locally-Based Radio and Music Network

This session will focus on the symbiotic and powerful relationship between college/community stations and the music scene in your region, and how to promote local culture through your on-air and programming efforts. A national project is underway to link local stations and venues to create a new national/regional music touring highway (network) to help new and established artists reach live audiences. A new Internet site has been developed to share artist-donated music with local stations for programming collaborations and mutual fundraising, using the Community Radio Zone model for station development. We will explore ways for your station to join this effort and build this highway together.

- ◆ John Murphy (Moderator)
- ◆ Barbara Kooyman
- ◆ Christine Farren
- ◆ Ursula Ruedenberg

BUDAPEST

### Special Events, Programs and Projects for your Station

Nowadays, many college radio stations are more than just broadcast operations. Many program and collaborate on concert production and presentation, others interact regularly with local music associations and organizations, still others release their own CD's, while others have expanded their efforts to produce magazines or television programs. Our panelists will suggest ways that your station can become a "full service" music and entertainment provider for your campus and local community.

- ◆ Jim Faith (Co-Facilitator)
- ◆ Victoria Gonzalez (Co-Facilitator)

BOARD

### Around the World in 60 Minutes: Global and International Music

In recent years, college stations have been presenting increasing amounts of music from all over the world. What was once music earmarked for "specialty show" status is now a staple of college radio programming. Our panel of radio programmers, artists and singers-songwriters will take you on a whirlwind tour of the musical universe.

- ◆ Richard Segan (Moderator)
- ◆ Amanda Colbertson
- ◆ Jeff James
- ◆ Paul Beaubrun
- ◆ Oliver Conan
- ◆ Jim Matus
- ◆ Will Swofford Cameron
- ◆ Eljuri
- ◆ Matt Moran

BOMBAY

### Medical Reporting on the Radio

In the past year, medical reporting has become increasingly prominent on radio and television, after the spread of the H1N1 virus and the humanitarian crisis in the aftermath of Haiti's devastating earthquake. Join this panel of medical professionals for a look at how your station can bolster its coverage of important health issues.

- ◆ Rohan Perera (Moderator)
- ◆ Derrick De Silva
- ◆ Trudi Lieberman

Z100/103.5 KTU/Q104.3 /Power 105.1/Lite FM studio tour departs at 11:30 AM from the registration area.  
More details on the back page.



# IBS|2010

## National College Radio Conference • NYC

### Saturday, March 6th • 12:45 - 1:15 PM: IBS 30-MINUTE MINI SESSIONS!

ZURICH

#### IBS COLLEGE RADIO AWARDS PRESENTATION

Join the IBS Board and Staff for this special presentation, as the winners of the first-ever IBS College Radio Awards are announced! The IBS College Radio Awards recognize outstanding college radio broadcast stations and efforts from the past year. Come find out if your station has won, or simply come to cheer on and congratulate your colleagues for a job well-done! Special awards and prizes will be awarded to the winners!

- ◆ Fritz Kass
- ◆ Len Mailloux
- ◆ Norm Prusslin

PARIS

#### Student Media Leadership Workshop

Being a club/organization officer, editor, director or manager involves more than being able to achieve goals set for yourself: you need to set goals for your entire organization. Here are some tips for effectively leading your media organization to achieve its objectives and how you can go from being one of the staff to leading your organization.

- ◆ Isobel Breheny-Schafer (Facilitator)

LONDON

#### Food and Wine Programming on the Radio

The only thing better than good food is good radio. In this session we'll discuss how to combine the two to produce exceptional content. Bring a love of food and fine journalism.

- ◆ Dustin Herlich (Facilitator)

BUDAPEST

#### BeGreenRadio: An Introduction

Along the lines of science radio, the concept of "green-centric" radio is being explored. This session will introduce you to a non-for-profit organization called "BeGreenRadio," whose goal is to share information and news about being green. With environmental issues at the forefront, the public needs to know what the goals are locally, regionally, nationally, and globally. Non-commercial radio, is poised to play a big part in disseminating the immense amount of green information that is available. BeGreenRadio.org aims to launch a syndicated sixty second radio series later this year. In this session, we seek to gauge the interest of IBS member stations and radio individuals in participating in this timely production.

- ◆ Frank Burgert (Facilitator)

BOARD

#### Résumé Tips, Tricks and Advice

Here is your opportunity to network and get to know representatives from radio stations, broadcasters, record labels, promoters and others, who will outline important tips, tricks and advice for creating an effective resume, preparing for a job interview, and making a great first impression to prospective employers.

- ◆ Lisa Ritchie
- ◆ Ned Steele

BOMBAY

#### IBS Aircheck and Station Critiques

Have an aircheck? Here is YOUR opportunity to have your work reviewed and to get advice, suggestions, and constructive criticism about your on-air work and station sound.

- ◆ Bob Taylor



# IBS|2010

National College Radio Conference • NYC

Saturday, March 6th • 1:20 - 2:15 PM

ZURICH

## Careers in Media and Broadcasting

The options for careers in communications extend well beyond the broadcast industry itself. This session will explore and discuss careers in traditional broadcasting/media environments, as well as in some of these career alternatives, particularly in light of developing technology and the changing regulatory climate.

- ◆ Bob Taylor (Moderator)
- ◆ Bayley Brown
- ◆ Ned Steele
- ◆ Jerry Barmash
- ◆ Lisa Ritchie
- ◆ Steve Warren
- ◆ Ed Berenhaus
- ◆ Jeff Smith

PARIS

## An Audience with...College Newsnet International

Are you a college journalism student? Perhaps a reporter for your station's news department or one of your campus publications? College Newsnet International is an exciting new online effort that aims to serve as the "Youtube" for college journalism students from around the world. Attend this session to learn more about this new service and find out how to have your work seen by the world!

- ◆ Mary Cardaras
- ◆ Len Mailloux (Facilitator)

LONDON

## Featuring the Local Music Scene on your Station

College radio has long been at the forefront of introducing music by locally-based artists to wide audiences. This session will focus on the symbiotic relationship between college stations and the music scene in your community, and how to promote the local scene through your on-air and programming efforts.

- ◆ Rick Eberle (Moderator)
- ◆ Alvin Clay
- ◆ Jack Licitra
- ◆ JP Blues
- ◆ Mike Ferrari
- ◆ Phil Minissale
- ◆ George Capalbo
- ◆ Rich L'Hommedieu

BUDAPEST

## You Have a Website, Now What? Web Design and Content Workshop

Today, a radio station's online presence is just as vital as its on-air presence. Developing an informative, attractive and easy-to-navigate website will attract more listeners to your station and allows stations to supplement their on-air sound. If your station has a great website that draws listeners 24/7, or you are investigating the various ways to get your site up-and-running, you should not miss this workshop!

- ◆ Jack Kratoville (Moderator)
- ◆ Shawn Novatt
- ◆ Anthony Zaragoza
- ◆ Sarah Dulaney
- ◆ Eric doormouse Peltier

BOARD

## Commercials and Advertising: Strategies and Solutions

This session will discuss how to find advertisers, how to get their money, and the steps to retain their business year after year. Topics such as setting rates, producing spots and career opportunities in radio sales and management are some of the ideas covered in this session.

- ◆ Roy Zeidman (Facilitator)

BOMBAY

## Science Reporting on the Radio

Coverage of scientific issues on the radio is becoming increasingly popular. Whether you are reporting on health care issues, global warming, weather, natural disasters, or other scientific discoveries or phenomena, effective and creative scientific reporting can engage the listener and expand their minds. Join our panel of seasoned science programmers for a discussion about this fascinating topic.

- ◆ Dustin Herlich (Moderator)
- ◆ Frank Burgert
- ◆ Rohan Perera



# IBS|2010

## National College Radio Conference • NYC

**Saturday, March 6th • 2:30 - 3:25 PM**

ZURICH

### An Audience with...Broadway Bill Lee of WCBS-FM

Broadway Bill Lee's award-winning on-air career spans four decades, starting in Hartford in 1972 and moving on to stations in San Francisco, Minneapolis and Denver before coming to the Big Apple. Today, Broadway anchors afternoon drive and Saturday middays on WCBS-FM in NYC, and hosts afternoons on "Seventies on Seven" for Sirius XM Radio. IBS is pleased to welcome Broadway Bill Lee to Conference '10.

- ◆ Broadway Bill Lee

PARIS

### Streaming, Webcasting and Archiving Workshop

More and more radio stations are streaming their programming online. Additionally, many stations have begun new internet-only webcasts, while others offer archived programs through their websites. Many stations also now use computers to digitally store their music and production library. This session provides ideas and tips on how to integrate webcasting and archiving into your station's programming efforts.

- ◆ Eric doormouse Peltier (Moderator)
- ◆ George Capalbo
- ◆ Mark Wood
- ◆ Andrew Budd
- ◆ Shawn Novatt
- ◆ Anthony Zaragoza

LONDON

### Academic Planning for Media Career Choices

How do you identify and develop academic opportunities to prepare for media careers while you are still in college? How do internship programs work and how do you get to do real work and not just run errands? This session will give you valuable tips and suggestions for landing a great internship and bolstering your media-related academic credentials.

- ◆ David J. Fabilli (Moderator)
- ◆ Bayley Brown
- ◆ Patrice Zapiti

BUDAPEST

### College Radio Station Music Directors

The college radio station music director is one of the keys to the station's on-air programming identity. From dealing with record labels and promoters, to bands and artists, to publications like CMJ, to playlist logging and charting, the music director has a diverse range of responsibilities. Here is your opportunity to discuss music programming and relations with labels, trade publications, and more!

- ◆ Kris Agathos (Co-Facilitator)
- ◆ Mina Son (Co-Facilitator)

BOARD

### Working with Other Student Media and Campus Organizations

Many college stations have seen the benefits of working with their student media colleagues on campus. Working together with your campus newspaper(s), TV stations, magazines, web publications, yearbooks and pre-professional chapters can lead to improved programming at your station while offering resources to the other organizations as well. The winners? Your listeners (and viewers and readers)!

- ◆ Tess Cooper (Moderator)
- ◆ Michael Nevradakis
- ◆ Dustin Herlich
- ◆ Ben Shaiken

BOMBAY

### Playing the Voice-Over Game

As a broadcaster, your voice is one of your greatest assets. In this session, learn how to develop and cultivate your voiceover skills and on-air delivery abilities. Additionally, find out more about how you can put those valuable skills to good use by pursuing a career as a voiceover talent!

- ◆ Joe Lamachia (Co-Facilitator)
- ◆ Len Mailloux (Co-Facilitator)



# IBS|2010

## National College Radio Conference • NYC

**Saturday, March 6th • 3:40 - 4:35 PM**

ZURICH

### Music Licensing, Copyrights and Royalties

College radio stations must follow many of the same regulations and practices as do commercial radio stations when it comes to music licensing and copyright requirements. Our panel of experts will lead the discussion, provide background on the topic, and discuss the latest updates regarding royalty payments which all college and high school radio stations and webcasters must be aware of!

- ◆ **Fritz Kass** (Facilitator)

PARIS

### Station Budgets and Finances

There's more to station budgets than simply finding money to spend, although that's certainly quite important in itself. You also have to plan and keep track of the spending, and lobby your school/university or student government (and possibly underwriters) for funds. If this all sounds easy, you're probably either doing it wrong, or you've been to this session at a previous national conference!

- ◆ **Eric doormouse Peltier** (Facilitator)

LONDON

### College Radio Station Program Directors

The college station program director has to be a multi-talented individual...able to coordinate and operationalize a working program schedule while dealing with the day-to-day demands of staff issues and listener requests and expectations. At stations with a professional or faculty General Manager, the program director is oftentimes the highest-ranking student "officer," leading to a myriad of other pressures and demands. This session is your opportunity as a program director, or as an incoming PD for next year, to discuss issues with your peers.

- ◆ **Ben Shaiken** (Moderator)
- ◆ **Angelo Cannella**
- ◆ **Erica Moura**
- ◆ **Sara Billingsley**
- ◆ **Phil Effinger**
- ◆ **Mina Son**

BUDAPEST

### HOT TOPIC: Finding your Dream Job in a Tough Economy

The declining economy has had far-reaching effects throughout all sectors of society, and the media/broadcast industries are no exception. In a challenging job market, making yourself stand out amongst a sea of competing job seekers is vital. However, a tough economy also brings with it renewal and new opportunities for professional growth. This session will help you navigate the waters of the present job market, to help you find YOUR dream job!

- ◆ **Bob Taylor** (Co-Facilitator)
- ◆ **Steve Warren** (Co-Facilitator)

BOARD

### Hard & Loud Rock Programming

College radio stations have always been at the forefront of introducing new and cutting-edge rock music to new audiences. Hard and loud rock are no exception, with many college stations leading the way in breaking new music from these genres. Join this panel for a discussion that cuts to the core of this still evolving format, and discuss emerging artists, airplay and more.

- ◆ **Eric doormouse Peltier** (Facilitator)

BOMBAY

### Production and Imaging: Broadcast Technique

Radio broadcast production equipment, software and technology are rapidly evolving. Is your radio station, and your staff, able to meet the demands of broadcast excellence and quality expected by listeners today? Are you using the new technology to help you create a "sound and image" for your station?

- ◆ **Shawn Novatt** (Co-Facilitator)
- ◆ **Dave Plotkin** (Co-Facilitator)



# IBS|2010

## National College Radio Conference • NYC

**Saturday, March 6th • 4:50 - 5:45 PM**

ZURICH

**Opening Doors in the Industry: Making your Name in Broadcasting (Featuring Lynn Hoffman of A&E)**

Lynn Hoffman is the host of A&E's "Private Sessions," showcasing exclusive performances with top names in entertainment with a focus on contemporary music. A graduate of the New England Institute of Art, Lynn has also done extensive voiceover work, has previously hosted the "All Request Hour" on VH1 Classic, and hosted mornings on Mix 98.5 in Boston. Join Lynn as she shares with you ideas and advice on how to make YOUR name known in the broadcasting industry!

- ◆ Lynn Hoffman
- ◆ Len Mailloux (Facilitator)

PARIS

**Hip-Hop, R&B and Urban Programming**

Join our panelists for a discussion on a discussion on hip-hop and R&B music and culture. Emerging artists, airplay, gender issues, culture, artist touring, music videos and other contemporary issues will be discussed, as well as the "mainstreaming" of the music. Join in on the discussion of where this vibrant musical style—with a message—is heading.

- ◆ DJ Cut Supreme (Moderator)
- ◆ Ike Infamous
- ◆ Rob Schwartz
- ◆ Digit Al
- ◆ Keese M.P.

LONDON

**FCC Q&A: How to Obtain a Broadcast License for your Station**

Join us for a discussion on how your school can apply for and obtain an FM broadcast license, whether it is for a "full-power" FM station, an LPFM station, an AM station, a translator of an existing frequency or a signal booster.

- ◆ Allen Myers (Moderator)
- ◆ Lauren Lynch Flick
- ◆ Laura Deen Johnson

BUDAPEST

**News Reporting: Tips and Tricks**

Join us for a session that will help you bolster your skills as a journalist and broadcaster. From gathering, writing and reporting news to scheduling newscasts, you will learn the "tricks of the trade" which will help you become a better journalist, and help your station become a respected source of news and information.

- ◆ Lisa Ritchie (Facilitator)

BOARD

**Taking your Station out of the Station: How to do Remotes**

New broadcast technology makes it easier than ever before to plan, schedule and program remote events and features. From sports to live music to debates and interviews, stations are taking their studios to the streets, and gaining valuable experience and great exposure for their stations. This session will cover

- ◆ Tom Gibson (Moderator)
  - ◆ Ed Schwartz
  - ◆ Marko Srdanovic
  - ◆ Frank Burgert
  - ◆ Jeff Smith
- remote  
broadcast  
planning

from A-Z.

BOMBAY

**Jazz Programming in 2010**

- ◆ David Jaye (Moderator)
- ◆ Roberta Piket
- ◆ Chris Sampson

Jazz programming on college stations goes back as long as the medium itself. In 2010, jazz—and jazz on the



# IBS|2010

## National College Radio Conference • NYC

**Saturday, March 6th • 6:00 - 6:55 PM**

ZURICH

### Musicians Showcase: An Audience with the Bands (Part II)

IBS is proud to welcome some of today's hottest young bands, artists and musicians for a panel discussion dedicated solely to them and their work. Spanning many genres and styles of music, this is your chance to learn about their music, careers and much more! *2nd of 2 sessions.*

- ◆ Jill Morrison (Co-Moderator)
- ◆ Patrice Zapiti (Co-Moderator)
- ◆ JP Blues
- ◆ John Ford
- ◆ David Lloyd
- ◆ Ian Lloyd
- ◆ Phil Minissale
- ◆ Michelle Raitzin
- ◆ Roberta Piket
- ◆ Pete Sanchez

PARIS

### The 60s and the Birth of Underground Radio

The 1960's saw a revolution in radio, a new form and format that broke the rules and wrote new ones: the birth of Underground Radio. Learn about this formative phenomenon from one of its founders, Larry Miller, formerly of KMPX in San Francisco. Larry Miller has been featured in the Rock and Roll Hall of Fame as one of the key people to bring this amazing new sound to the air. Join him for this exciting session!

- ◆ Larry Miller (Facilitator)

LONDON

### Fundraising, Underwriting, Grant Writing and your Station

Stations express an increasing interest in methods of generating funds from external sources to supplement funds received from the school/university. Liberalization of FCC rules has heightened interest still further. We'll discuss fundraising methods which have proven successful, as well as mistakes to avoid.

- ◆ John Murphy (Moderator)
- ◆ Isobel Breheny-Schafer
- ◆ Lauren Lynch Flick
- ◆ Ben Shaiken

BUDAPEST

### Morning Show Production and Preparation

A high-energy, well-produced and fast-moving morning show is the key to success for most commercial radio stations. In this session, college stations can learn many of the tricks of the trade, including how to produce a high-quality morning show that will draw more listeners to your station.

- ◆ Shawn Novatt (Facilitator)

BOARD

### Maintaining and Developing your Station

Does your station plan for the short or long term when it comes to equipment and facility needs and expenses? Do you "tread water" each year, barely keeping afloat? Join this panel of station managers and engineers, and learn the best ways to keep your station "state of the art."

- ◆ Tom Gibson (Moderator)
- ◆ Frank Burgert
- ◆ Ed Schwartz
- ◆ Jeff Smith
- ◆ Marko Srdanovic
- ◆ Cedric Watson

BOMBAY

### Organizing and Digitizing your Music Library

Today, college radio stations have more options than ever before to organize their ever-expanding music libraries. New technology offers college radio stations practical solutions for digitally storing and preserving their music and using it for playback. This panel will explore the many options that are available to radio stations for high quality music storage and digital on-air playback.

- ◆ Phil Effinger (Facilitator)



# IBS|2010

## National College Radio Conference • NYC

**Saturday, March 6th • 7:00 - 7:55 PM**

ZURICH

### Meet-and-Greet with Today's Hottest Bands and Artists

This is YOUR opportunity to meet, mingle, interact and network one-on-one with some of today's hottest young bands, artists and musicians, spanning a variety of genres and styles of music, in a relaxed and casual atmosphere. *2nd of 2 meet-and-greets.*

### Discovering Underground Hip-Hop

This exciting session brings hip-hop music back to its roots. Join our group of panelists for a discussion about the necessity of authentic non-commercial hip-hop music programming on your radio station.

Emerging artists and styles will be discussed, as well as airplay and how your station can break new artists.

- ◆ DJ Cut Supreme (Moderator)
- ◆ Ike Infamous
- ◆ Rob Schwartz
- ◆ Digit Al
- ◆ Keese M.P.

PARIS

### Audio Processing: Perfecting your Station's Airchain

In radio broadcasting, the importance of providing high-quality audio to your listeners cannot be overstated. However, programmers and engineers often disagree on what a station's "sound" should be like. Should a station increase its overall "loudness" to stand out, or should it employ only minimal processing, allowing for a more "natural" sound? This session will discuss strategies for developing your station's audio processing and airchain to get the best sound out of your station.

- ◆ Tom Gibson (Moderator)
- ◆ Marko Srdanovic
- ◆ Frank Burgert

LONDON

### Audio Bit Rate Reduction: An Introduction

*The advent of digital audio has provided numerous solutions to radio stations, from enabling the full "digitization" of music libraries, to streaming/webcasting and archiving. However, the process of digitization often leads to a reduction in audio quality as well. This introductory session, accessible to those who are "non-technical," will demonstrate, using audio examples, what bit rate reduction does to audio, and strategies for how stations can get the best sound out to listeners will be discussed.*

- ◆ Ken Tankel (Facilitator)

BUDAPEST

### IBS Student Radio Network by Backbone (IBS SRN): Information Session

Join the discussion as IBS staff discusses the IBS Digital Radio Network, an exciting new service brought to you in conjunction with Backbone, using its advanced client-server radio software to enable school/college stations to syndicate live and produced radio programming among member stations, and to access a vast amount of royalty-free programming from numerous worldwide resources. *2nd of 2 sessions.*

- ◆ George Capalbo
- ◆ Paul Kamp
- ◆ Larry Miller
- ◆ Rich Cerny
- ◆ Len Mailloux

BOARD

### Radio Across Borders: Global and International Broadcasting

In recent years, the growth of online streaming has introduced listeners to a world of radio they previously had not been able to explore, without traveling or listening to shortwave radio. Radio still reaches billions of listeners each day, and the differences in radio broadcasting from country to country and culture to culture are fascinating. New technologies and distribution methods, such as podcasting, can also deliver your programming to international audiences. This session will introduce you to radio broadcasting beyond our borders.

- ◆ Eric de Fontenay (Co-Facilitator)
- ◆ Michael Nevradakis (Co-Facilitator)

BOMBAY

**Join us again on Sunday in the Paris Suite from 10:00-11:30 AM for our  
"Conference Review and Wrap-Up"**

Here's your chance to talk with the IBS Conference staff in a more informal setting, to voice your opinions, ideas and suggestions...what you liked and didn't like...what you'd like to see more (or less) of...and any other thoughts that might help to make next year's conference even better! Members of the IBS board and staff look forward to seeing you at this year's closing session.



# IBS|2010

National College Radio Conference • NYC

## Tour Information

### Friday, March 5th • 2:30 PM

#### **Tour the Paley Center for Media!**

The Paley Center for Media, formerly The Museum of Television & Radio, is a cultural institution dedicated to the discussion of the cultural, creative and social significance of television, radio and emerging platforms for the professional community and media-interested public. At the Paley Center, you can enjoy archives, footage and exhibits of broadcasting's past, present and future, including two full-sized theaters. More than 120,000 television shows, commercials and radio programs are available in the Paley Center's library, and during each visit, viewers can select and watch, at individual consoles, shows totaling an hour in length. Radio programs are accessed through these same consoles. **Additionally, those attending the tour will have the opportunity to enjoy "What's Happening! The Beatles in the USA," a special video tribute to The Beatles' first visit to the USA, featuring footage of their historic arrival at JFK airport and first U.S. concert!**

### Friday, March 5th • 4:50 PM

#### **Join us for an exciting Backpack Journalism Excursion on the streets of NYC!**

Join experienced Backpack Journalist, web designer and podcaster Mark Wood for this fun, outdoor, hands-on workshop taking place right on the streets of New York City! This session takes journalism "to the streets," where you will learn how to shoot great video and how to edit and post your work on the web for a worldwide audience to enjoy!

### Saturday, March 6th • 9:30 AM

#### **Tour the Broadcast Facilities atop the Empire State Building!**

Join Jeff Smith, Chief Engineer of Power 105.1 in New York City, on a tour of the radio/TV broadcast facilities at the top of the world-famous Empire State Building, and enjoy a spectacular view of the city from above as well! The tour will take place on Saturday, March 6th, with departure from the hotel at 9:30 am for the short walk over to the Empire State Building.

### Saturday, March 6th • 11:30 AM

#### **Tour the New Studios of Q104.3, Power 105.1, Z100, Lite FM and 103.5 KTU (Clear Channel Radio)!**

Join Jeff Smith, Chief Engineer of Power 105.1 in New York City, on a tour of the brand-new studio facilities of Clear Channel radio stations Z100, 103.5 KTU, Q104.3, Power 105.1 and Lite FM. This is your opportunity to see the operations of some of the country's biggest and most popular radio stations behind the scenes!

Tour sign-up sheets are at the registration area. Space is limited, registration is on a first-come, first-serve basis, with a limit of one student per station, per tour. To avoid delays, please purchase round-trip Metrocards (\$4) ahead of time for the Paley Center and Clear Channel tours. All tours depart from the registration area.

### **Hotel Pennsylvania • Map of the 6th Floor Conference Center**

