



**Intercollegiate Broadcasting System
Kingsborough Community College Media Conference
Saturday, November 19, 2011**

8:30- Registration & Breakfast: International Hall of Flags

9:00-10:00 Session 1

Room: U-219

Music and Webcasting Royalties: What to pay and to whom

Panel Host:

Fritz Kass, Chief Operating Officer, IBS

A discussion about the issues surrounding music licensing and copyright royalties, as well as what you need to do to stream your station legally.

Oceanview Room

Building a News and Information Program

Panel Hosts:

Len Mailloux, Communications Faculty, Simmons College & 30-Year Veteran News Director

Lisa Ritchie, Writer for Alkalinelifestyle.com and Writer/Reporter, News 12 Long Island.

Learn how to create and improve your station's news and information programs using resources that are already available to the college and your station.

10:15-11:15 Session 2

Oceanview Room

Internship Workshop

Panel Hosts:

Dr. Cliff Hesse, Professor and Director of Broadcasting, Kingsborough Community College.

Peggy Kim, President of MGK Media, Internship Coordinator for NYC Media-Mayor's Office of Film, Theater & Broadcasting

Internships are an integral part of the preparation for a career in the broadcast industry. Dr. Cliff Hesse and Peggy Kim discuss how students should prepare for and apply for internships, as well as how to choose an internship that matches their career goals. Peggy Kim will also discuss what internship coordinators expect of students, and what students should expect to do as a production intern.

Room: U-216

Building Your Station's Image On and Off Campus

Panel host:

Len Mailloux, Communications Faculty, Simmons College & 30-Year Veteran News Director

Find out how you can increase the popularity of your station on campus and within the community. Learn how your station can better serve your community and build support from students and administration.

Room: U-219

FCC Bootcamp

Panelists:

Allen Myers, Former Communications Analyst with the Federal Communications Commission

Fritz Kass: Chief Operating Officer, IBS

Ed Perry, General Manager, WADT 95.9, Boston, MA

A discussion of FCC Rules and Regulations regarding licensing and content, as well as an opportunity to ask any questions you have regarding the role of the FCC.

11:30-12:30 Session 3

Oceanview Room

Video Editor's Workshop

Panelists:

Moderator: Prof. Sandra Luzzi Sneesby, Avid Certified Instructor (ACI) Academic Community College of Rhode Island

Professor John Acosta, Avid Certified Instructor, Kingsborough Community College

Louis Bertini, Member of the Motion Picture Editors Guild (MPEG)

Dan Montanez, Tape Dailies Editor, Postworks/Technicolor New York

Video editing is far more involved than simply knowing how to use the software. This is a great opportunity to hear, firsthand, what skills you need to have to become a professional video editor in the film and television industries.

Room: U-219

The Role of Social Media at your Station and in the Newsroom

Panelists:

Lisa Ritchie, News 12 Long Island

Dr. E Michael Harrington, Professor of Music Management and Intellectual Property, William Patterson University

Discuss how social media sites such as Facebook, Twitter and Skype can enhance your station's reach and inform your audience. Learn how you can incorporate social media into your programs to take them to the next level.

12:40-1:40 Lunch

Room: U-220

Keynote Speaker: Scott Herman, Executive Vice President of Operations, CBS Radio discusses his experience from college radio to CBS Radio.

1:45-2:45 Session 4

Oceanview Room

Musician's Panel: The Relationship between Bands and Stations, and the Future of the Music Industry

Panelists:

Moderator: Norm Prusslin, Dir. of Media and Interdisciplinary Arts Minors, Stony Brook University, Long Island, NY; Assoc. Prof. (Adjunct.), Mass Comm, Five Towns College, L.I., N.Y.

Jeremiah Birnbaum, Singer-songwriter-guitarist, *The Ramblers*

Dr. E Michael Harrington, Prof. of Music Management and Intellectual Property, William Patterson University

Johnny Juice, Producer-DJ, *Public Enemy*

John Parker, President, Parker Recordings, Promo Only Promotions

Jonathan Preddice, Singer-songwriter- guitarist- cellist, *Miles To Dayton*

Jem Warren, Singer-songwriter- guitarist

Natalia Zukerman, Singer- songwriter-guitarist

As the music industry is constantly evolving with emerging technology, this panel will discuss the relationship between the artists and the broadcaster and what is likely to be the future of the music industry.

Room: U-216

Audience Research and Program Development

Guest Speaker:

Nick Bayiokos, Senior Director of Research and Programming, Fox Sports

A presentation on use of the Nielsen Television ratings system and how ratings data leads to the development and acquisition of new programs.

Room: U-219

The Role of Women in the Media

Panelists:

Beth Preminger, Professor, Kingsborough Community College, Director of Research, ABC Kids, Member of New York Women in Communications.

Midge Woolsey, On-Air host, WQXR 105.9

Lisa Ritchie, Reporter, News 12 Long Island and Writer for Alkalinelifestyle.com

Peggy Kim, Internship Coordinator for NYC Media-Mayor's Office for Film, Theater & Broadcasting

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

3:00-4:00 Session 5

Oceanview Room

Music Programming on Terrestrial and Satellite radio

Panelists:

Mike Abrams, Senior Director of Music Programming, Sirius XM Satellite Radio

Jonathan "Geronimo" Broth, Dance Music Director and On-air Personality, Sirius XM BPM

With the diversity of the channels offered on satellite radio, the radio programming model has changed to meet the demands of a changing audience. Learn how radio formats are developed and maintained in order to reach your target audience.

Room: U-216

Broadcast Interview Workshop

Panelists:

Jerry Barmash, Writer for FishbowlNY, News Anchor for WFUV, WBBR And WINS

Lisa Ritchie, Writer for Alkalinelifestyle.com and Writer/Reporter, News 12 Long Island.

Learn how to research and write to get the information you're looking for. Two experienced writers discuss tips and techniques to help you improve your skills to conduct better interviews and write better stories.

Room: U-219

Radio Imaging and Production Workshop

Guest Speakers:

Bill Plax, Production Director, Fresh 102.7

Dave Plotkin, Production Director, 1010 WINS

The production directors of two of the highest-rated stations in the #1 market share examples of their work and discuss the techniques used in creating dynamic Station IDs, Sweepers and other production elements.

4:15-5:00 Conference Wrap-Up Session

Oceanview Room

Radio Today and the Future of the Medium

A discussion on the topic of where commercial and college radio is headed and how students should prepare for careers in the radio industry.

Panelists:

Fritz Kass

Len Mailloux

Norm Prusslin

Jerry Barmash

Ed Perry

Allen Myers

Mike Abrams

Lisa Ritchie

Special Thanks to the following for all of their help in planning this conference:

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Prof. Cliff Hesse, KCC Dept. of Communications and Performing Arts
Prof. Howard Grynspar- KCC Dept. of Communications and Performing Arts
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Javier Morgades, KCC Admissions Information Center
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Len Mailloux-Communications Faculty, Simmons College
Norm Prusslin- Dir. of Media and Interdisciplinary Arts Minors, Stony Brook University
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