IBS 2013

East Coast Regional
Radio & Webcasting Conference

Nov. 16 – Simmons College - Boston

8:00 Registration – Coffee – Meet & Greet

IMPORTANT PARKING NOTE: All vehicles must be out of the garage by 5:00. You will need a credit card along with your parking ticket to exit the garage

Simmons College Radio – While you’re here, stop by and join our live open-mic broadcast. Plug your stations and shows
8:00 Registration – Coffee – Meet & Greet

9:00 Session Block #1

**YOUR STATION’S NEWS & INFORMATION IMAGE** – You may not have a “News Department” but there are many ways your station can create and maintain a news and information image with your audience. Join Orr Agam – Sports/News Director of City College Radio, San Francisco and Ty Sanders - Faculty Adviser – KWCR Weber State Univ. to learn how you can build or improve your information product and target the right audience.

*FCC RULES & REGS* – What are your obligations as a broadcaster? How do you make sure you’re “playing by the rules?” Get your regulatory questions answered with 37-year FCC veteran and IBS Board member, Allen Myers and Ed Perry, owner of WATD in Marshfield, MA.

**GETTING FAMOUS IN YOUR OWN BACK YARD** – Help your station increase awareness on your campus in in your community. Veteran Producer/Promoter, Joe Viglione and Greater Media’s Julie Devereaux will show you lots of ways to get noticed.

*STATION MANAGER’S FORUM* – A radio management position requires special skills that many managers are just beginning to recognize and learn. This round-table discussion, led by top station managers from Boston-area colleges will help you better manage your station, your staff and yourself. Join Larry Miller, veteran broadcaster and educator, Paul Lazarovich, Faculty Adviser to Wentworth Radio and air personality at WVBF, along with Vick Michaels, broadcast veteran and Associate Professor/Faculty Advise at WGAO, Dean College Radio and veteran Boston broadcaster, educator, author and programmer, Dr. Donna Halper, Adviser to Lesley College Radio, to share problems, ideas and tips.
9:00 Session Block #1 continued

**SOCIAL MEDIA AND YOUR STATION** – Social media is changing by the week. There are numerous ways you can reach out to and build an audience using simple social media tools. Dr. E. Michael Harrington of Berklee College along with Erica Moura, Social Media Specialist for the Boston Herald, Joni Siani, veteran broadcaster, educator and author, as well as Mark Wood, President of Wood Media, will talk about the changes, opportunities and future growth of our media universe

**STARTING YOUR OWN STATION** – Thinking of starting your own station on campus? From your home? Want to expand your current broadcast operations? Join IBS Chief Operating Officer Fritz Kass, Paul Kamp and George Capalbo of the Backbone Networks and Nick Van Wagener of Radionomy to learn your many options, from “Leaky Cable”, to “Carrier Current” to a global “Internet” broadcast.

10:30 Session Block #2

*LICENSE RENEWAL AND THE PUBLIC FILE* – There are fewer tasks in a radio station more daunting than the license renewal process. It’s really fairly simple. So is that Public File the FCC is so concerned with. 37-year FCC veteran Allen Myers (ret) and Ed Perry, owner of WATD, Marshfield, Ma. will help you get ready for your next filing period.

**STARTING, MANAGING AND WORKING WITH INDY RECORD LABELS** – The music industry has undergone radical changes in the last decade or more. But that has opened up opportunities for Indy artists and Labels. Veteran Label Owner, Producer and Music Critic, Joe Viglione will give you the very latest on the industry and how you can make a place in it.
10:30 Session Block #2 continued

**WOMEN IN MEDIA** – The Media industry has come a long way in opening new paths for good, creative women. But there are many challenges and roadblocks that could show up along your industry journey. Learn valuable tips you can use to help develop your own career. Join Erica Moura of the Boston Herald, Joni Siani, veteran broadcaster, educator and author, along with Sarah Dulaney, web developer and entrepreneur as well as long-time Boston radio talent, programmer, author, educator and Adviser to Lesley College Radio, Dr. Donna Halper for an informative discussion that can help you plan your own career path.

**BACKPACK JOURNALISM** – Join Independent Producer and owner of Wood Media, Mark Wood for a hands-on experience on the streets of Boston. You will shoot, edit and post a story during this unique session.

**PLANNING A KILLER SHOW** – Join a panel of broadcasters from the Boston Market who can show you how to build a top show. Scott Gibbons, veteran broadcaster, programmer and afternoon personality at WPLM, Plymouth, Larry Miller, programmer, educator and noted industry expert, along with Paul Lazarovich, WVBF Boston air personality and Adviser to WIRE, Wentworth Radio and Dean College Associate Professor and Adviser to WGAO, Vic Michaels will give you valuable tips to make your product better, starting with your next show.

**THE FUTURE OF MUSIC** – The music world has changed radically on every level. The ways music is made, marketed and consumed are evolving at a rapid rate. Dr. E. Michael Harrington of Berklee College, Boston and Walter McDonough, founder of The Future of Music Coalition will look at what’s happening now and likely to happen in the future.

**11:45 – Lunch**

Enjoy a bite to eat...take a break...meet students from other schools and stations...check out the live music broadcast in the radio station and be sure to do your station self-inspection to see if you qualify for a Bronze, Silver, Gold or Platinum Microphone Award – that you can take back home with you today!
11:45 – Lunch  During lunch:

**LIVE MUSIC EVENT – SIMMONS COLLEGE RADIO**

Join us for a live broadcast featuring lead singer Pete Mancini of the hot new Indie band, “Butchers Blind”.

Radio Studio: Room L-311

12:30 – **KEYNOTE SPEAKER**

**HOLLAND COOKE**

**PRESIDENT – HOLLAND COOKE MEDIA**

Holland Cooke, radio news, programming veteran and nationally-known Radio Consultant takes a look at the changes going on in radio and where the industry is headed. He’ll help you understand what’s coming and how you can find your place in the new age of broadcasting.
1:30 – 2:45 Session Block #3

**AN AUDIENCE WITH: PETE MANCINI OF “BUTCHER’S BLIND”**
– This band is making a lot of noise and getting a lot of attention on the college scene. Learn how an Indie band starts and carves out a path in the industry and what it’s like to live life on the road.

**PROMOTING ON-LINE WITHOUT A BUDGET** – Sarah Dulaney, a veteran web developer for companies such as Remax of New England, Bank of America and Fidelity Investments will show you easy and clever ways to promote your station on the cheap.

**MUSIC LICENSING & ROYALTIES** – What do we owe? Who do we pay? Get the latest on music licensing and royalty payments from two experts in the field, Walter McDonough, founder of the Future of Music Coalition and Fritz Kass, IBS Chief Operating Officer who’s directly involved in the royalty battles in Washington.

**TALK RADIO** – Talk Radio veteran and WPRO Providence Program Director, Craig Schwalb, will bring his many years of Talk programming experience and can show you how to create great Talk content for your station.

**FINDING THAT FIRST JOB** – Today’s media-market has more opportunities than ever before. But the question is, how do you find your niche? Join veteran Boston radio programmer/talent, educator, author and Faculty Adviser to Lesley College Radio, Dr. Donna Halper, Lee Dickman of CBS Radio, Boston and Mix 104.1, Vic Michaels, veteran broadcaster, Associate Professor/Faculty Adviser to WGAO, Dean College and WPLM, Plymouth afternoon host and veteran air talent/programmer, Scott Gibbons for valuable advice on building your brand and finding your way into this fabulous industry.
1:30 – 2:45 Session Block #3 (continued)

**REMOTE BROADCASTS: TAKING YOUR STATION OUT OF THE STUDIO** – The IBS/Backbone Student Radio Network offers a streaming system that makes broadcasting from around your campus or community as easy as setting up a mic and laptop. Join Paul Kamp and George Capalbo of the Backbone Networks to learn how your station can have a bigger presence by going “outside”.

3:00 – 4:15 – Session Block #4

**AN AUDIENCE WITH: MICHAEL HARRISON – PUBLISHER: RADIOINFO MAGAZINE**

"You Hold the Key to the Future of Music Radio"

The very survival, let alone well-being, of the commercial music radio industry, as we have known it for decades, is in question as popular media rapidly evolves into the emerging digital era of the 21st century. Michael Harrison, publisher of two leading trades - RadioInfo and Talkers - and a pioneer in both talk and music radio programming, discusses what challenges young broadcasters entering music radio must face in order to not only navigate successful careers - but actually save music radio from the very real threat of extinction.

*OBSCENITY/INDECENCY* – Learn about what the rules say regarding your station’s on-air content. 30-year FCC veteran and IBS Board member, Allen Myers will answer all your questions about Obscenity, Indecency, Defamation and Invasion of Privacy…important things that everyone in media should know.

**BROADCASTING ON THE INTERNET** – Fifteen years ago, there were only a handful of internet radio stations. Many colleges led the way and today there are thousands. These broadcasters have taken their product from the community to the world. Learn how you can have global-reach with your station from George Capalbo and Paul Kamp of the Backbone Networks, along with Dave Goodman.........
3:00 – 4:15 – Session Block #4 (continued)

**MUSIC AND YOUR STATION** – How does a station build a music library? How can you best manage playlists? Join Eva Papp and Tom Worster from Spinitron who can show you how to improve, enhance and better manage your station’s music product.

* **RADIO ENGINEERING** – Whether you’re thinking of building a studio, fixing up what you’ve got or need help fine-tuning your sound, Ed Perry, owner of WATD, Marshfield and Fred Krampits, Chief Engineer of WTCC, Springfield can answer your questions on regulatory law, studio construction and maintenance, smart equipment purchases and more.

4:15 – Presentation

IBS Bronze, Silver, Gold and Platinum Microphone Awards

Conference wrap-up.

Time to enjoy the city of Boston!

*Please note that sessions marked with an asterisk may be of special interest to faculty advisers*