



University of Redlands' College Radio  
KDAWG & Intercollegiate  
Broadcast System (IBS)

present

*1st Annual Radio, Music,  
TV & Webcasting  
Industry Conference*

November 15th, 2014  
Hall of Letters  
University of Redlands  
1200 E. Colton Ave.  
Redlands, CA 92374

# KDAWG | Redlands College Radio

University of Redlands | 1200 E. Colton Ave. | PO Box 3080 | Redlands, CA 92374 | (909) 748-8880

*1st Annual Radio, Music, TV & Webcasting Industry Conference*



KDAWG is the voice of the student body of the University of Redlands. Through music and dialogue, the station provides an on-air destination for open forum discussions, and a place to share in the enjoyment of all types of music. The station is always actively recruiting new members who have an interest in the broadcast media. KDAWG provides a polished approach to college radio by delivering new music and informing the campus and community on news, events and fundraising. KDAWG inspires the student body to get involved in all social affairs and activities the university offers. KDAWG also keeps the campus up to date on sporting events by broadcasting directly from the stadium to listeners on and off-campus.

## *from the station manager*

On behalf of the KDAWG staff and the University of Redlands, I want to welcome you to our 1st Annual IBS Conference! I am so proud of the students who put this conference together. You will have opportunities to talk with industry professionals who will offer their personal experiences, plus attend live sets from artists who have been featured on KDAWG. So, enjoy the conference and welcome to what is sure to be the first of many conferences at the University of Redlands. Thank you for your support and attendance at this year's IBS Conference.

A handwritten signature in black ink that reads 'Evan Sanford'.

Evan Sanford  
*KDAWG Station Manager*

# KDAWG | Redlands College Radio

University of Redlands | 1200 E. Colton Ave. | PO Box 3080 | Redlands, CA 92374 | (909) 748-8880

1st Annual Radio, Music, TV & Webcasting Industry Conference

## AT A GLANCE

Time:	Room 1	Room 2	Main Hall
8 - 10	<i>REGISTRATION &amp; PERFORMANCES</i>		
10:00 - 11:00	<p><b>Women in Industry</b> <i>Q &amp; A Session</i></p> <p>Mia Johnson (KDAWG) Trish Bell (KABL) Bev St. Andrews (KCAA) Nicole Smith (KCAA) Erin Brinker (KCAA)</p>	<p><b>Making the Call</b> <i>Music Placement</i></p> <p>Bob Peterson Brittney Bouchard Maggie McClure Shane Henry Mike Gormley (L.A.P.D.)</p>	<p><b>Manager Bootcamp</b> <i>Problems &amp; Solutions</i></p> <p>Len Mailloux (IBS)</p>
11:15 - 12:15	<p><b>Monetizing Your Talent</b> <i>Your Talent &amp; Your Career</i></p> <p>Trish Bell (KABL) Nicholas Nixon (LiteFM) Jon Watanabe (KWVE) Aaron Sanchez (KCAA) Erin Brinker (KCAA)</p>	<p><b>Journey &amp; Destination</b> <i>A DIY Career</i></p> <p>Mike Gormley (L.A.P.D.) Stephen Day Brittney Bouchard Maggie McClure Shane Henry</p>	<p><b>Outside the Juke-Box</b> <i>Making Your Station An Academic Jewel</i></p> <p>Len Mailloux (IBS)</p>
LUNCH	<i>PERFORMANCES (Brittney Bouchard, Maggie McClure, Shane Henry)</i> <i>KDAWG BROADCAST STUDIO TOUR</i>		
2:00 - 3:00	<p><b>Grassroots to Syndication</b> <i>"Starting Your Own Station"</i></p> <p>Fritz Kass (IBS) Len Mailloux (IBS) Stephen Day Paul Kamp (Backbone)</p>	<p><b>On the Radio</b> <i>Get Your Music On Radio</i></p> <p>Mike Gormley (L.A.P.D.) Mia Johnson (KDAWG) Nicholas Nixon (LiteFM) Brittney Bouchard Aaron Sanchez (KCAA)</p>	<p><b>FCC Roundtable</b> <i>(Q &amp; A Sesssion)</i></p> <p>Allen Myers (IBS)</p>
3:15 - 4:15	<p><b>Like @ First Site</b> <i>Build Your Station's Image</i></p> <p>Mia Johnson (KDAWG) Trish Bell (KABL)</p>	<p><b>Staying Within the Law</b> <i>What Can I Put "On Air"?</i></p> <p>Allen Myers (IBS) Len Mailloux (IBS)</p>	<p><b>Music Copyright and Royalties</b> <i>(Q &amp; A Sesssion)</i></p> <p>Fritz Kass (IBS)</p>

# KDAWG | Redlands College Radio

University of Redlands | 1200 E. Colton Ave. | PO Box 3080 | Redlands, CA 92374 | (909) 748-8880

*1st Annual Radio, Music, TV & Webcasting Industry Conference*

## **SESSION 1**

### **The Role of Women in Industry** *Q & A Session*

Women have risen to prominence in Media in recent years. This panel discusses why it is such a challenge to manage a career in media for women in the world today.

**Panelists:** Mia Johnson (KDAWG)  
Trish Bell (KABL)  
Bev St. Andrews (KCAA)  
Nicole Smith (KCAA)  
Erin Brinker (KCAA)

### **Making the Call**

*Music Placement in TV, Film, and Ads*

Getting your music on television or in a film is a key element to success for artists and bands pursuing careers in music today. This panel will discuss how to get your music heard and seen on television, in film, and how to make partnerships with surrounding companies.

**Panelists:** Bob Peterson (ABC)  
Brittney Bouchard  
Maggie McClure  
Shane Henry  
Mike Gormley (L.A.P.D.)

### **Radio Management Bootcamp**

*Share Ideas, Problems and Solutions*

What makes a good manager and a good leader? They're not always the same. This session explores basic management skills and looks at effective ways of motivating and developing your staff and product.

**Panelists:** Len Mailloux (IBS)

# KDAWG | Redlands College Radio

University of Redlands | 1200 E. Colton Ave. | PO Box 3080 | Redlands, CA 92374 | (909) 748-8880

*1st Annual Radio, Music, TV & Webcasting Industry Conference*

## **SESSION 2**

### **Monetizing Your Talent** *Your Talent & Your Career*

This panel, featuring several radio, television, and film personalities, will discuss ways to use your unique talents in pursuing a career in one of the many facets of broadcasting.

**Panelists:** Trish Bell (KABL)  
Nicholas Nixon (Lite FM)  
John Watanabe (KWVE)  
Aaron Sanchez (KCAA)  
Erin Brinker (KCAA)

### **Journey and The Destination** *A DIY Career*

This panel will look at how musicians in the 'underground' scene (Flying Lotus, Madlib) and/or acts signed to Indie labels (Mumford and Sons, Arcade Fire) develop grassroots followings to engage a consumer. This panel also looks at the role of major labels in the music industry today.

**Panelists:** Mike Gormley (L.A.P.D.)  
Stephen Day  
Brittney Bouchard  
Maggie McClure  
Shane Henry

### **Thinking Outside the (Juke) Box** *Making Your Station An Academic Jewel*

Is your station an “expense” in the eyes of your administration? Is it just another “student organization”? It shouldn’t be. A school radio station can easily become a valuable academic tool and laboratory that can serve a vital role in various courses and school projects. Learn how to use the station in new ways and at the same time, build new bridges of awareness and support for your station.

**Panelists:** Len Mailloux (IBS)

# KDAWG | Redlands College Radio

University of Redlands | 1200 E. Colton Ave. | PO Box 3080 | Redlands, CA 92374 | (909) 748-8880

*1st Annual Radio, Music, TV & Webcasting Industry Conference*

## **SESSION 3**

### **“From Grassroots to Syndication”**

*How to get your station “On The Air”*

Getting an FCC license can be difficult and expensive but it doesn't have to be. Explore the many ways your school can get on-air with LPFM, Carrier Current, Streaming Audio and other methods. Your school can be on-air and this session will show you how. Our expert panel will share their vast radio experience on the basics of show planning, structure, program logs, music clocks and informational programming, rules on obscenity and indecency, and some valuable handy hints to enhance on-air performance.

**Panelists:** Fritz Kass (IBS)  
Len Mailloux (IBS)  
Stephen Day  
Paul Kamp (Backbone)

### **“On the Radio”**

*Getting Your Music On the Radio*

Talk with recording industry professionals, recording artists and radio programmers about the relationship between the artists, record labels and radio industry. This is a rare opportunity to speak with people involved in every aspect of the music industry and get a better understanding of what it takes to make it to the top of the charts.

**Panelists:** Mike Gormley (L.A.P.D.)  
Mia Johnson (KDAWG)  
Nicholas Nixon (Lite FM)  
Brittney Bouchard  
Aaron Sanchez (KCAA)

### **FCC Roundtable**

*(Q & A Session)*

Do you have questions about FCC law? Public Files? Filing Deadlines? Here is your chance to have your questions answered by IBS Vice President of Regulatory Affairs and 30 year FCC veteran Allen Myers. Learn how to keep your station out of trouble and your license secure in this important session.

**Panelists:** Allen Myers (IBS)

# KDAWG | Redlands College Radio

University of Redlands | 1200 E. Colton Ave. | PO Box 3080 | Redlands, CA 92374 | (909) 748-8880

*1st Annual Radio, Music, TV & Webcasting Industry Conference*

## **SESSION 4**

### **“Like @ First Site”**

*Building Your Station’s Image On and Off Campus*

Find ways to build and promote one's radio station through campaigns that raise awareness for the 'causes' your station is involved with. Community support is examined in light of modern means of communication through social networks like YouTube, Facebook, Twitter and Tumblr; or traditional ways of raising money and awareness via events that encourage volunteer involvement.

**Panelists:** Mia Johnson (KDAWG)  
Trish Bell (KABL)  
Aaron Sanchez (KCAA)  
Nicole Smith (KCAA)

### **Staying Within the Law**

*What Can I Put “On Air”?*

The technology revolution has given us new and unique ways of broadcasting and communicating on a personal level. Social Media has expanded our reach into the world but many have no idea what the law says about issues that can affect all of us. Learn the limits imposed by the FCC on broadcast content and basics about Defamation and Privacy law and how to protect your station and yourself.

**Panelists:** Allen Myers (IBS)  
Len Mailloux (IBS)

### **Music Copyright and Royalties**

*(Q & A Session)*

There has been a lot of talk, rumor and speculation about music royalties and copyrights. Get answers to ‘What can we play’ and ‘What do we pay’ in this session that will give you the latest on copyright royalty hearings in Washington and up to date information on what you owe or don’t owe.

**Panelists:** Fritz Kass (IBS)



# KDAWG | Redlands College Radio

University of Redlands | 1200 E. Colton Ave. | PO Box 3080 | Redlands, CA 92374 | (909) 748-8880

*1st Annual Radio, Music, TV & Webcasting Industry Conference*

## **ABOUT THE SPEAKERS**



Allen Myers joined the staff of the Federal Communications Commission in 1970. He first served in the Educational Broadcasting Branch and later was assigned to the Audio Services Division where he performed a variety of paralegal functions until his retirement in 2008. In 2010, Allen joined the board of the Intercollegiate Broadcasting System where he serves as Executive Vice President for FCC Licensing and Regulatory Matters.



Aaron Sanchez has over 15 years of sales and marketing experience, and has been able to apply his creative skills and logistical abilities to his current work in media production. Sanchez serves as Executive Producer of LIVE with Aaron & Kelly an entertainment and business talk show heard on NBC News Radio KCAA 1050AM.



Bev St. Andrews is the creator/producer/host of “Let’s Go Shopping With Bev,” the number one radio shopping show in the Inland Empire. Heard weekly on NBC News Radio KCAA 1050-AM, this informative talk show consists of politicians, business owners, fashion designers, entertainers and more. She will sometimes broadcast live from red carpet events in Hollywood, local charities, boutiques, restaurants, etc.



Bob Peterson is an Emmy award winning Exec. Creative Director/Producer/Editor who can give a unique creative perspective on how music is used and developed in TV and on-line. After spending 20 years at NBC Sports, and NBC News, Bob became Exec. Creative Director of CBS News in 2006. As part of his Creative effort at CBS, Bob had the honor of working with Oscar and Grammy Award winning composer James Horner.



Brittney Bouchard is an LA based indie-pop artist, songwriter, and model. In 2012, she burst onto the local LA scene with a bang when the Kickstarter campaign created to fund her musical project outdid itself. In only a few weeks, Brittney’s fans raised well over \$8,000 which funded her critically-acclaimed EP, “Addicted to Heartbreak.”



Erin Brinker is the Co-Host of the Morning Show on NBC News Radio KCAA AM 1050. In 2013 she and her co-hosts earned an Addy Award for their work on the show. She has been working in nonprofit development and marketing for over 10 years and has helped nonprofits in healthcare,



# KDAWG | Redlands College Radio

University of Redlands | 1200 E. Colton Ave. | PO Box 3080 | Redlands, CA 92374 | (909) 748-8880

## 1st Annual Radio, Music, TV & Webcasting Industry Conference

the arts, and social services to raise almost \$7 million dollars.

### ABOUT THE SPEAKERS



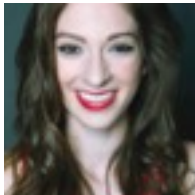
Fritz Kass has been a college radio pioneer, volunteer for IBS - Intercollegiate Broadcasting System, for 55 years. Currently Fritz is the volunteer CEO of IBS and leads the IBS New Windsor, NY headquarters. Fritz also is an IBS legal leader with IBS's successful Washington, DC, fight for just copyright rates for IBS Members.



John Watanabe has been working on-air in radio since 1987, after graduating from Columbia College Chicago, studying broadcasting. Currently, he is an on-air host on the Christian radio station KWVE/"K-Wave" 107.9 FM and on the K-Wave Radio Network network of stations (AM 660/Bakersfield, 91.3 FM/Barstow and 98.1 FM/Las Vegas).



Len Mailloux (May-Low) is Chairman of IBS. Len has brought his 30 years of commercial radio experience to the classroom in Boston, having started internet stations at Mass. Communications College and Simmons College. Len is Associate Professor of Communications at Simmons.



Maggie McClure (singer/songwriter/pianist) has spent a good amount of her career placing her songs on TV shows such as *Dr. Phil*, *Cougar Town*, *The Real World*, and *The Hills*, as well as in the film *Cowgirls N' Angels*. Maggie has also performed more than 1000 shows throughout the U.S. and just released a new album, *Time Moves On*.



Mia "Mocha" Johnson began her radio career about 10 years ago as a DJ for a cluster of radio stations owned by ClearChannel. Mia currently works for NBC News Radio KCAA 1050-AM as an announcer and co-host. She is also the host of "Mia Mocha's Mega Mix" on KDAWG. She also serves as a member of Bradman University's advisory board.



Mike Gormley has managed The Bangles, Oingo Boingo, Danny Elfman, Concrete Blonde, and many more. He was VP and Assistant to the

# KDAWG | Redlands College Radio

University of Redlands | 1200 E. Colton Ave. | PO Box 3080 | Redlands, CA 92374 | (909) 748-8880

*1st Annual Radio, Music, TV & Webcasting Industry Conference*

Chairman of A & M records prior to forming L.A. Personal Development.

## **ABOUT THE SPEAKERS**



Nicholas Nixon has been into radio since middle school but just a different aspect of radio until October 2013 when he started up Shuffle 92-7 as a A/C Online Internet station. In November of 2013, Bob Varnum gave Nick the opportunity to do weekend voice tracking on LiteFM. Nicholas' dream is to do radio as a career full time one day and it's coming very soon!



Nicole Smith is an inspirational speaker and educator in the area of encouragement and motivation. Nicole has a passion for life and believes all of us are able to fulfill our purpose if we can only change our attitude and beliefs. Her work has been centered in helping those who have given up on their hope.



Shane Henry, singer/songwriter/guitarist, began his musical journey at 19 when he played 30 national dates on the B.B. King Festival Tour opening for B.B. himself. Shane's musical style has evolved over the years from a heavy blues-influenced style to what is now an eclectic blend of rock, soul, blues, and pop.



Stephen Day, Sarod player/singer/songwriter/composer writes compositions inspired by his many music tours around the world. Mr. Day began as a guitarist, then studied sarod in India with world-renowned award winning sarodist Amjad Ali Khan. In 2007, he organized and performed in a concert at the United Nations where his music was featured as a uniting force for ancient/modern countries.



Trish Bell's career spans two decades in all genres: Rock, Smooth Jazz, Urban Jazz, AC, Traffic and Internet. Consulted by some of the greats, she has voiced nationals on TV and Radio and teaches workshops in Voice Acting. She has a wealth of information on radio personality success.