

2016 IBS East Coast Radio & Media Conference

Saturday, November 5, 2016

Simmons College – Boston, MA



8:00 – 9:00 – registration

Session I – 9:00 – 10:15

Building and Strengthening Your News Product and Writing Skills- Dave Skill – WATD News, Marshfield

Room L-004

Engineering For Non-Engineers - Keeping the Studio in Top Shape - Fred Krampits - WTCC Radio, Springfield – Ed Perry – Owner, WATD Radio

Room L-005

Promoting With Little or No Budget - Sarah Dulaney - Sarah is an award-winning website developer and online marketer with a passion for entrepreneurship. She founded and runs her own website development and design firm, GMD Designs

Room L-006

Making the Most of Your Internship- Prof. Andrew Porter, Veteran Public Relations and Media Specialist, Internship Coordinator, Simmons College

Room L-316

Backbone Network - Helping You Reach the World - George Capalbo, Technical Director - Paul Kamp, Vice President Backbone Network - Steve Theo, Pirate Radio

Room L-305

SESSION #2 – 10:30 – 11:45

EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT PODCASTING BUT WERE AFRAID TO ASK

Jack B. Rochester began teaching, and practicing, podcasting in the early 2000s. With Simmons student Simran Gupta, he will demonstrate what you need to create podcasts, how to post them on websites, and describe the many innovative ways they can help earn money for producers and better serve customers.

Room L-004

Starting Your Station- Allen Myers - IBS Vice President Of Regulatory Affairs & FCC (Ret) - Dr. Jake Turner – WMCK Radio, Merrimack College, George Capalbo, Technical Director - Paul Kamp, Vice President Backbone Network, Fritz Kass – IBS CEO/COO (IBS Starts a new station every month. Ed Perry – Owner, WATD Radio

Room L-005

Producing Public Service Programming- Dave Skill, WATD News, Marshfield

Room L-006

Room L-305(To be announced)

Creating a Killer Show - Scott Gibbons, - Veteran Boston Air Personality/Programmer, Paul Lazarovich, Boston Radio Personality & Faculty Adviser, WIRE Wentworth- Dr. Donna Halper, nationally known radio consultant, faculty – LesleyUniversity.

Room L-316

Noon – Lunch – Kotzen Room

12:30 – Keynote Speaker

Holland Cooke



”Needless to say...”

Holland Cooke is a media consultant working at the intersection of Talk Radio and the Internet. He coaches on-air talent, and advises radio stations, including WRKO here in Boston. Whether you're a broadcaster or podcaster or blogger or writer, you need to cut-through the mental clutter that litters today's over-communicated world. In this fast-moving presentation, Cooke offers specific Do's and Don'ts. Handouts include his newsletter and other material that will help you sharpen your message.

KOTZEN ROOM

Session 3 – 1:30 – 2:45

Finding That First Job - Scott Gibbons, Veteran Boston Air Personality/Programmer - Dave Skill, WATD News, Marshfield - Steve Theo, Pirate Radio - Dr. Donna Halper, nationally known radio consultant, faculty - Lesley University - Paul Lazarovitch, Veteran Boston broadcaster, WIRE Wentworth Faculty Adviser

Room L-004

Finding An Audience in 2016 - Creative Radio Vs. New Media - Joe Viglione, Independent Record Producer - Talent Director, Boston Free Radio.com

Room L-005

FCC Rules and Regs - What Can We Say and Do On-Air? - Allen Myers - IBS Vice President Of Regulatory Affairs & FCC (Ret). -Len Mailloux - IBS Board, Veteran News Director/Programmer, Simmons College Faculty - Ed Perry - Owner, WATD Radio

L-305

The Future of Music and Music Royalties and Licensing Dr. E. Michael Harrington, National Media and Music Industry Consultant, Nashville & Faculty, Berkley College of Music - - Walter McDonough, IBS Advisory Board, Music Attorney, Co-Founder: "Future of Music Coalition" Fritz Kass, IBS Board and active participant in recent Sound Exchange Royalty Hearings

L-006

Session 4 - 3:00 - 4:15

Social Media & Your Station - Dr. E. Michael Harrington, National Media and Music Industry Consultant, Nashville & Faculty, Berkley College of Music

Room L-006

The Changing Face of Radio - Steve Theo –co-owner of Pirate promotion & management – Faculty at Bay State College

Room L-004

Starting and Managing a Record Label - Joe Viglione, Varulven Records - Rick Harte, Ace of Hearts Records - Ron Bellanti, Esente Music Group - Ric Poulin, Bristol Studios - Jim Jewels, Director and Founder of JEI Network

Room L-005

Developing and sharpening your interview skills - what makes a good interview? How can you become a more accomplished communicator? Join Dave skill of WATD News, Marshfield for tips on this critical media skill

Room L-305

Women in Media – explore the challenges and opportunities for women in the world of media. Learn from some pros how to make your mark. Sarah Dulaney – Independent web consultant, Dr. Donna Halper – national radio consultant and faculty at Lesley University

Room L-316