Midwest Regional High School and College Radio/Webcast Conference

Sponsored by

Radio Department, School of Media Arts, Columbia College Chicago & Intercollegiate Broadcasting System, Inc.

33 East Congress Chicago, IL 60605

Saturday, October 15, 2016
8:30AM – 5PM

Social Media

Tweet it out:	@radiodeptccc
Instagram:	radiodeptccc
Facebook:	Radio Department at Columbia College Chicago

8:30 AM – 9:30 AM Registration, coffee and rolls
5th floor

MORNING SESSIONS 9:30 AM – 10:45 AM

Session I **Tuned In: Keeping On-Air Content Fresh and Relevant**
Room 705
Panel **Ryan Arnold,** Evening Host, WXRT, 93.1 FM, Chicago, IL
Carmen DeFalco, Midday Host, ESPN, 1000 AM, Chicago, IL
Lee Dickman, On-Air Host and Continuity Director, 1033 AMP Radio, Boston MA
Ryan McKiddy, Afternoon Host & Music Director, WSIX-FM 97.9 The BIG 98, Nashville, TN

Getting to know your audience and what they want can help you pinpoint a strategy to separate you from the pack. Learn how these on-air personalities keep their audience connected and coming back for more.

Session II **How to Make Your Podcast Matter**
Room 703
Panel **Matt Cunningham,** Creative Producer/Lead, Truthful Enthusiasm, Chicago, IL
Nick Hausman, Producer & Host, 120 Sports, Bischoff on Wrestling & WrestleZone Radio
Anthony Ponce, Host/Producer, #Backseatridershow.com, Chicago, IL

Join these podcasters as they dole out advice on how to make you a podcast aficionado!
Tips on how to separate your podcast from the rest, as well as how to create and produce a podcast worth listening to.

Session III **Voiceover Techniques Workshop**
Room 709
Presenter **Deb Doetzer,** Voiceover Talent, Stewart Talent, Chicago, IL

Navigate the wonderful and creative world of voiceovers! This hands-on workshop will allow students to find out more about the craft of voiceovers. Script reading, voice inflection, and dialects will be discussed, and expect to use your acting skills!

Session IV **Programming a Successful High School and College Station: incorporating Social Media and FCC Rules and Regulations**
Room 707
Panel: **Cheryl Langston**, Director, WCRX 88.1FM, Columbia College Chicago
John Madormo, Assistant Professor of Broadcast Communications & General Manager, WONC-FM North Central College, Naperville, IL
Allen Myers, IBS Board, Vice President for FCC Licensing and Regulatory Matters
Chris Thomas, GM, WLTL,88.1 FM, Lyons Township High School, La Grange, IL

Learn the ins and outs of how to program your station to meet your audience's expectations. Topics include: content selection, recognizing the importance of community service outreach, and incorporating timely events in your programming plans. As an added bonus, IBS's FCC resident expert, Allyn Meyers, will walk you through the latest FCC developments.

11:00 AM - 12:00 AM
Room 421

Welcome
Barbara Calabrese, Chair, Radio Department, Columbia College Chicago

Eric Freedman, Ph.D., Dean, School of Media Arts, Columbia College Chicago

Chris Thomas, President, Intercollegiate Broadcasting System

Keynote Presentation

Sonja Williams, Professor, Howard University, Washington, DC, George Foster Peabody Award Winner, Media Producer and Author, *Word Warrior*

The Terri Hemmert High School Student Radio/Audio Awards Presentation

Terri Hemmert, National Radio Hall of Fame Broadcaster**,** Award Winning Midday Host, WXRT 93.1 FM and Part Time Faculty Member, Radio Department, Columbia College Chicago

12:00 PM – 1PM
5th floor **Lunch**

AFTERNOON SESSIONS 1:00 PM – 2:15 PM

Session I **Becoming a Multi-Media Maestro**
Panel **Samantha Loochtan**, Digital Specialist, Senior Services of IL
Erik Zachary, On-Air Personality, WEBG, BIG955 Chicago & WKSC, 103.5 FM, Chicago, IL

Expand your knowledge base and look beyond the basics as this panel tackles the topic of being more than one-dimensional as you develop your media career. This panel will help you get on the right path to success as they discuss proven methods that will work for you and your various audiences.

Session II **Naked Radio: Storytelling Uncovered. How to make compelling Audio Theater and Radio Documentary**
Panel **Dave Berner**, Associate Professor, Radio Department, Columbia College Chicago
George Zarr, Senior Lecturer, Radio Department, Columbia College Chicago

Stories on the radio are as powerful as little movies. Telling them well takes just the right touch. Radio Theater and Documentary are the fiction and the nonfiction of storytelling. Learn how to tell stories from the bare bones details to the dressed-up finished product.

Session III **Developing Promotional Ideas That Work**
Moderator **Paul Frede,** Director of Marketing, iHeartMedia, Chicago

Looking for new ways to promote your station and station events? Look no further than this session. This panel will discuss promotions that have worked for them, and can work for you! Learn from these professionals how a successful marketing campaign can bring more exposure to your station.

Session IV **Critiquing Your Demo: What Radio Stations Look for in New Talent (On-Air, Production, News, Sports)**
Panel **Kevin Kellam**, On-Air Personality at 101 WKQX, Chicago, IL
Ryan McKiddy, Afternoon Host & Music Director, WSIX-FM 97.9 The BIG 98, Nashville, TN
Laura Steele, On-Air Personality, Cumulus Broadcasting, Indianapolis, IN

Our ever-popular demo session gives you an opportunity to have your work heard and critiqued by industry pros. Whether you're an aspiring On-Air Talent, Production Director, or Sports/News Reporter, this session is for you! Please bring a 2-3 minute demo on cd or flash drive.

Session V **High School & College Radio Faculty Advisors Forum**
Panel **John Boone,** Media Technology Instructor, Anderson Career & Technology Center Williamston, SC
John Madormo, Assistant Professor of Broadcast Communications & General Manager, WONC-FM North Central College, Naperville, IL
Chris Thomas, GM, WLTL 88.1 FM, Lyons Township High School, La Grange, IL

Share ideas with like-minded individuals who really understand the efforts you put into your position. Topics will include: managing budgets, working closely with your administration to achieve a common goal, managing and cultivating a student work staff, and an overview of recent FCC updates.

2:30 PM – 3:45 PM

Session I **Women in Media: Leveling the Field**
Panel **Amy Guth**, Talk Show Host, WGN-Radio, Chicago, IL
Julie DiCaro, Update Anchor, WSCR-AM 670, Chicago, IL

This panel of successful woman in media will share their journey of working in a male dominated field. Learn from these professionals as they detail changes that have occurred, and how the industry continues to evolve.

Session II **From Creation To Rotation...A Look At The Music Process w/ DJ MoonDawg**

DJ MoonDawg is not only one of the most listened to on-air personalities in the world, but he is also an entrepreneur who owns his own studio, is a professional mixer, and a notable DJ at clubs and events. MoonDawg will cover the music creation process from not only a producer's perspective, but also through the eyes of an artist, fan, and on-air personality. He will break it down for you as he shares insight and proven methods that has resulted in the end goal, through the end radio play and exposure for the artist. This is a "Must See" for those who are interested in the business of radio and media, musical creators and aspiring radio professionals.

Session III **High School and College Student Radio Roundtable**
Moderators **Tim Mikulski,** Co-Music Director, WLTL, Lyons Township High School, La Grange, IL
Michael Obrecki, Social Media Director, WCRX, Columbia College Chicago

Connect with your fellow participants, as this student-only forum will dive into issues such as: fostering a solid relationship with your administration, proposing show ideas, coming up with promotional ideas that work, and meeting the needs of a student audience.

Session IV **Make it Happen! On-Air in Any Market**
Panel **Kevin Kellam**, On-Air Personality at 101 WKQX, Chicago, IL
Brad King, Afternoon Host at BIG 92.3 and Midday Host/Music Director/Assistant Program Director at Today's Best and Most Country B100, Fort Wayne, IN
Ryan McKiddy, Afternoon Host & Music Director, WSIX-FM 97.9 The BIG 98,
Laura Steele, On-Air Personality, Cumulus Broadcasting, Indianapolis, IN

We've put together a stellar panel of working media professionals who have had success in various markets across the United States. Learn how to quickly navigate and adapt on both a personal and professional level, as well as to connecting with your new audience.

Session V **Becoming Employable via an Internship**
Panel: **Tyler Bravo**, Associate Producer, Mancow Morning Show 97.9 FM The Loop, Chicago, I
Career Center, Columbia College Chicago, Internship and Career Advisors:
Jennifer Halperin
Tom Joyce
Dre Parsons

In a media world were every connection counts, this panel of internship coordinators and former intern break down the ins and outs of turning internship experience into employable skills.

LATE AFTERNOON SESSIONS: 4:00 PM – 5:00 PM

Session I **More than a Score: Creating Compelling Sports Content**
Panel: **Mark Jolliffe**, Sports Talk Producer, WSCR-AM 670 The Score, Chicago, IL
Joe Ostrowski, Sports Talk Radio Host, WSCR-AM 670 The Score, Chicago, IL
Sam Panayotovich, Sports Reporter & Anchor, WGN Radio, Chicago, IL

Whether you're hosting your own sports talk show or aspire to be a sports reporter, this group of media sports professionals will give insight on how to deliver content that resonates with your audience. Topics include: The importance of social media, covering fast-breaking news, and keeping your audience informed.

Session II **Audio Production: Tips to Make Your Production Shine!**
Moderator: **Jim Mitchem**, Associate Professor, Radio Department, Columbia College Chicago
Panel **Frank Monroe,** Production Director & On Air Middays, Matrix Broadcasting, LLC
Terrence T-Storm Battle, Creative Services Director, iHeartMedia
Sarah Zwinklis, Producer, Relevant Tones

Learn how to make your audience take notice by using production work that is both original and creative. We have gathered a host of talented production gurus as they give tips and tricks on how to make your production rise above the rest!

Session III **How to Image and Market Yourself as a Club DJ**
Panel **David Sabat**, Founder, High on Soul/Chicago
Jamal Smallz, Live DJ/On-Air Talent, WGCI, 107.5 FM, Chicago, IL

So you want to be a DJ? Get ready to learn how to build your audience, image and market yourself, negotiate fees, and possibly reach the pinnacle of this exciting industry.

Session IV **What it Takes to Become Employable in Today's Media Landscape**
Panel **Lee Dickman**, On-Air Host and Continuity Director, 1033 AMP Radio, Boston MA
Maha Gorgi, Radio Personality/DJ, WPWX 92.3 FM Power 92, Hammond, IN
Candace McCullom, Traffic, News & Weather Reporter, WPWX 92.3 FM Power 92, Hammond, IN and 106.3 WSRB, Chicago
Nicole Ondracka, Account Executive, Cumulus Media, Chicago, IL

Balancing your professional demeanor without losing your personal creativity can be essential to making you employable in the media industry. This panel will get you up and running in no time as they discuss networking, internships, importance of being multi-faceted.

Session V **How to Start a Radio Station or Internet Station**
Panel: **Fritz Kass,** IBS Chief Operating Officer, New Windsor, NY
Allen Myers, IBS Board, Vice President for FCC Licensing and Regulatory Matters

Come armed with questions, as this session will give you all the information you can use to become a successful startup! Find out the technical side of things that will be needed, as well as how to produce content that will secure an audience. What kinds of obstacles might you encounter and how might these be solved? What will it cost? Can you make money at it? Whether you're involved with a high school or college looking to get started with a radio or streaming station, or have questions on FCC rules and regulations, this panel has it all.