



**Midwest Regional High School and
College Media Conference**
Sponsored by
**Communication Department, School of Media Arts,
Columbia College Chicago
& Intercollegiate Broadcasting System, Inc.
33 East Congress Chicago, IL 60605**

**Saturday, October 14, 2017
8:30AM – 5PM**

Social Media

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

MORNING SESSIONS 9:30 AM – 10:45 AM

Session I **Content Creation 101: How to Meet the Needs of Your Audience**

Moderator **Burt Burdeen**, Adjunct Faculty, Columbia College Chicago, Chicago, IL

Panel **Leon Rogers**, Morning Show Host, WGCI-FM, Chicago, IL
Kyle Santillian, Morning Show Host, WGCI-FM, Chicago, IL
Regina Waldroup, Reporter, NBC5, Chicago, IL
Andrea Watson, Reporter/Producer, DNAinfo, Chicago, IL

Understanding what your audience desires, whether it's visual, audio, or print, is essential to the successful content creation. Learn how these content creators keep an audience informed in any realm of the media industry, and hear how they pinpoint proven ways that have worked to get the message of that content to your chosen media platform.

Session II **Blogging, Vlogging, and Podcasting- Creating, Branding & Marketing Your Ideas**

Moderator **Matt Cunningham**, Faculty, Columbia College Chicago, Chicago, IL

Panel **Ranadeb Choudhury**, CEO, 8tivLabs, Chicago, IL
Natalie Craig, Blogger, natalieinthecity.com
Nick Hausman, Producer & Host, 120 Sports, Bischoff on Wrestling & WrestleZone Radio

Join these successful entrepreneurs as they share tips on how to create, market, write, video and produce a podcast, blog, or vlog that is worth paying attention to.

Session III **Voiceover Techniques Workshop**

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:**

Panel **Fritz Kass**, IBS Chief Operating Officer, New Windsor, NY

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.

Session V **Programming a Successful High School and College Station:**

Panel **Allen Myers**, IBS Board, Vice President for FCC Licensing and Regulatory Matters

The FCC (Federal Communications Commission), recently announced some significant changes that will affect broadcasters. How will this change the landscape of media as we know it today? Find out as Allen Myers, IBS Vice President for FCC Licensing and Regulatory Matters, gives an in-depth presentation detailing the changes.

11:00 AM - Noon

Welcome

Suzanne McBride, Chair, Communication Department, Columbia College Chicago

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

Chris Thomas, President, Intercollegiate Broadcasting System

Keynote Presentation

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

12:00 PM – 12:30PM

5th floor **Lunch**

12:30PM – 1PM

Special Guest Keynote

Erik Zachary, MTV Host, Total Request Live (TRL), New York City and Evening Host, WKSC, 103.5 FM, Chicago, IL

AFTERNOON SESSIONS 1:00 PM – 2:15 PM

Session I Talent and Event Management

Moderator **Loren Wells**, Faculty, Columbia College Chicago

Panel **Brad Cohen**, Artist Mgr. SaveMoney & Co-Founder CEO Pusher PR, Chicago, IL

Don Krez, Tour Manager, A&R, Producer, DJ, Miami

Bryan Zawlocki, Co- Founder, KITH Entertainment, Chicago, IL

Maggie McCoy, Gray Talent Group, Chicago, IL

Anthony Winfield, General Manager 1st and 15th Productions (Lupe Fiasco), CEO of Bornleaders Inc. (The Boy Illinois Manager), Chicago, IL

Learn what it takes to get into these exciting and competitive industries. We have assembled an array of talent management professionals to discuss topics such as: finding talent, booking talent, managing talent as well as event planning execution.

Session II How to Cover Sports from Any Angle

Moderator **Curtis Koch**, Management, WCRX-FM, Chicago, IL

Panel **Adam Abdalla**, Producer, ESPN Radio, Chicago, IL

Chris Bleck, Producer, ESPN Radio, Chicago, IL

Sam Panayovich, Sports Reporter/Anchor, Blackhawks Radio, WGN Radio

Covering sports stories as either an anchor, host, producer, or reporter, is more than just telling the final score. Learn the preparation that goes into becoming employable in the sports industry.

1:00 PM – 2:15 PM

Session III The Art of Interviewing

Presenter **Erik Zachary**, MTV Host, Total Request Live (TRL), New York City, Evening Host, WKSC, 103.5 FM, Chicago, IL

How to ask the right questions at the right time is a dilemma media professionals have to deal with. Let's say you have an interview with a hot up-n-coming band or you're at a press junket and you want to ask a question without seeming pushy. What is the right approach? Erik has had the opportunity to interview famous musicians and celebrities, and will be interviewing a well-known guest (TBA), to show you how it's done!

Session IV Telling Stories: Creating a Powerful Film or Audio Documentary

Moderator **Dre Parsons**, Career Center, Columbia College Chicago

Panel **Dave Berner**, Associate Professor, Communication Department, Columbia College

David Holcombe, Owner/CEO/Director, Soft Cage Films NFP, Chicago, IL

Elio Leturia, Associate Professor, Communication Department, Columbia College

Choosing to make a documentary is a serious and well-planned undertaking. Not only is the goal to tell a story, but also to inform listeners and viewers about a topic or point of view. As you begin to craft ideas and organize structure, we have brought in these documentarians to discuss their projects, give insight, and take plenty of questions from the audience which will get you closer to production.

Session V **High School & College Radio Faculty Advisors Forum**

Panel **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 and Minorities in Media**

Moderator **Dre Parsons and Val Robbins**, Career Center, Columbia College Chicago

Panel **Joseph Hernandez**, Food & Wine Writer/Editor/Journalist, Chicago Tribune, Chicago, IL
 Showbiz Shelly, On-Air Talent, WBBM-FM (B96), Chicago, IL
 Tatiana Walk-Morris, Freelance Journalist, Chicago, IL

Learn from these professionals as they detail changes that have occurred, and how the industry continues to evolve.

Session II **Behind The Talent: Producers**

Moderator **Loren Wells**, Faculty, Columbia College Chicago

Panel **Kice Akkawi**, Founder, Treblemonsters, Chicago, IL
 Zak Fox Jablow, Producer, Fox Den Studios, Chicago, IL
 Tony Lossano, Executive Producer, Sirott & Murciano Show, WLS-AM, Chicago, IL

As they say, behind every great talent is an equally talented producer who keeps it all together. Whether they're working with an on-air talent, musical artist, or journalist, these producers have remained behind the scenes until now! They will discuss the ins and outs of their jobs, how they work with talent, and will take audience questions.

Session III **Bentown Presents!!! Imaging/Voiceover Presentation**

Session IV **CCC Alumni Panel: How to Secure a Job and Represent that Degree!**

Moderator **Chuck Lira**

Panel **Lee Dickman**, Continuity Director, On-Air Host, CBS Radio, Boston, MA
 Amanda Murphy, Senior Copywriter & Associate Marketing Manager, Auguste Escoffier School of Culinary Arts, Chicago, IL
 Jessie Sardina, Scouting & Development, Factor Chosen Model Mgmt., Chicago, IL

We've put together a panel of successful alumni who are working full-time in their industry of choice. This panel will dive headfirst into what were the building blocks to their success, how and why students need to get involved in on-campus activities, importance of internships, and how they navigated into their job.

2:30 PM – 3:45 PM

Session V **Developing Advertising and Promotional Ideas That Work**

Moderator **Rachel Ready**, Assistant Professor of Instruction, Communication Department, Columbia College Chicago

Panel **Vanessa Abron**, Independent Public Relations Specialist, Chicago, IL
Greg “G Man” Dellinger, Dir. of Talent Acquisition Strategy, AAR CORP, Wood Dale, IL

Looking for new ways to promote and market events or your personal projects? Look no further than this session. This panel will discuss advertising and promotional campaigns that have worked, and can work for you! Learn from these professionals how a successful marketing campaign can bring more exposure to either a business or your personal passion project.

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

Session I **How to Image and Market Yourself as a Club DJ**

Moderator **Jim Mitchem**, Associate Professor, Communication Department, Columbia College Chicago

Panel **Shanita Akintonde**, Associate Professor, Communication Dept. & Brand Consultant
Johnny Romer, President, Columbia College Chicago DJ Club, Chicago, IL
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 II **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.

Session III **Voiceover! How to Break Into the Business**

Moderator **Deb Doetzer**, Voiceover Talent, Stewart Talent, Chicago, IL

Panel **Adelaide Evans**, Voiceover Talent, Stewart Talent
Kevin R. Czarnecki, Voiceover Talent, NV Talent
Niko Gerentes, Voiceover Talent, Stewart Talent
Shelia Lin, Voiceover Talent, Big Mouth Talent
Leora Ben-Zev, Voiceover Talent, Stewart Talent

If you want advice from young professionals working in voiceover, this is the session that you cannot miss! All five of these panelists are Columbia-based doing what they love by auditioning and securing voiceover gigs. All those burning questions about getting your start in the industry will be answered!

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

Session IV From The Ground Up: How to Create a Startup

Panel **Matt Bond**, Founder, Treble.fm, New York, NY

Thought about starting your own startup? Want to know about how to get that startup rolling? To accomplish this, you're going to need a solid business plan, funding, branding, securing intellectual property, promoting and much more. Don't be intimidated - it can happen! Learn from people who have done it. These professionals, who have established successful startups, will talk about how their ideas came together. Be prepared to ask questions. They're here for you!