

Friday March 3	9:00am- 9:45am	10:00- 10:45am	11:00- 11:45am	12:00pm- 1:00pm	1:15pm- 2:15pm	2:30-3:30	3:45-4:45	5:00-6:00			
PennTop South				Opening Keynote: Creating Powerful Radio	An Audience with Karen and Jeffery from Fresh 102.7	The Future of Music	An Audience with Race Taylor of 95.5 WPLJ New York	An Audience with Q104.3 – New York’s Classic Rock!			
PennTop North	IBS NYC 2017: Making the Most of It	Staff Accountability How to Get It	Marketing and Promotions Brainstorm					Do you Blog? How and Why You Should Start	An Audience w/ 107.5 WBLS & Skip Dillard	Music Charting and the Future	An Audience with Record Reps
SkyTop	Automation Made Easy	Radio History: Why It Matters	Sports Talk Radio with FNTSY Sports					News in 2017 with WCBS’s Wayne Cabot	Audience with WPLJ-NYC Morning Show	Creating Effective Video for Radio	Social Media and Your Station
Madison	Open Forum: FCC	Storm Radio: A Junior High Radio Story	Working with Administration and Deans					13 Things You Didn’t Learn in School	Creating Meaningful Talk Content	Secrets of Writing for Late Night TV	Getting Creative with Marketing and Promotions
Paris Suite								Working with Athletics Departments	Live in Studio Performances: How and Why	Six-Figure Salaries: Radio Sales as a Career	Comedy on the Radio: Radio Ha Ha
London Suite								Generating Income Through Underwriting	When the Instruction Manual isn’t There	Ethics: What to Do (or not) and When	Building Your Alumni Connections
Zurich Suite								Training Your Staff: How to Keep Them in line.	Managing Your Volunteers	Creating Dynamic Sports Broadcasts	Emergency Broadcasts: Your Station Can Help
Budapest Suite								Community & LPFM Roundtable	IBS Student Radio Network Affiliates Mtg	FCC Rules & Regs: What’s New for 2017	Government Regulations Q&A
Board Room								Jazz Radio Panel	Production Directors Roundtable	HS Faculty Advisers Roundtable	Sports Directors Roundtable
Bombay Suite								Air Check and Resume Critiques	Air Check and Resume Critiques	Air Check and Resume Critiques	Air Check and Resume Critiques



Registration:

Opens Friday, March 3 at 8am on the 18th floor ballroom.

Air Check and Resume Critique Sessions

Back again for 2017, you can sign-up for a time to sit down with a broadcast veteran and go over your materials. Sign-up at the 18th Floor Registration Table.



Full Program Guide:

Complete Program Guides are available at Registration. Or you can scan the QR Code to the left or visit <http://us.to/XsT>

Saturday March 4	9:15-10:00	10:15-11:00	11:15- 12:15	12:15- 1:00pm	1:15-2:15	2:30-3:30	3:45-4:45	5:00- 6:15
PennTop South	Leveraging Your Station's Success	Create Another Outlet: WIUX Story	Super Session: <i>Storytelling as Marketing</i>	Lunchtime Acoustic Concert	An Audience with Touring Musicians	An Audience with Touring Musicians II		2017 IBS Awards
PennTop North	Dodging the Knife: Deal with Budget Cuts	Successful Pledge Drives & Marathons	Super Session: <i>Show Prep 101</i>	Visit & Thank Our Sponsors	An Audience with College Radio Day	Management Bootcamp	NonComm Radio: American vs. Canadian	Join us for the 2017 IBS College and High School Radio Awards!
Skytop	Programming College Radio	Journey to the Internet: the WIRE Radio transition	Super Session: <i>Breaking into Screenwriting</i>		Blurred Lines: Issues in Music and Rights	Get Started Podcasting	Video in the Radio Studio	
Madison Room	What is Intellectual Property?	Making Money with Your Mouth: Breaking into Voiceovers			Best Practices for Landing Your First Job	Engaging Listeners with Live Music Data	How I Made It: Media Success Stories	
Paris Suite	Academic Planning for Media Careers	Don't Say that \$*&t! How to Handle Indecency			Management Mistakes: How to Avoid Them	Writing 101: How to write for the media	Building Your Own Brand	
London Suite	Community College Roundtable	Writing for the Ear			Modernizing Your Stations	Technology for Non-Engineers	Engineering Purchasing Decisions	
Zurich Suite	Programming High School Radio	Program Directors Roundtable			Idea and Resources Exchange	Blogs, Photos and Web: Legal Issues	Ops Managers & Station Managers Roundtable	
Budapest Suite	Getting Your Staff to Buy Into It!	Stronger News Products for Your Station			Creating More Variety in Your Productions	Production Techniques and Tips	Mobile Platforms and College Media	
Board Room	Faculty Advisers Round Table	IBS and Backbone Network			Music Directors Roundtable	Copyrights and Royalties	Promotions & Marketing Roundtable	
Bombay Room	Air Check and Resume Critiques	Air Check and Resume Critiques			Air Check and Resume Critiques	Air Check and Resume Critiques	Air Check and Resume Critiques	

**Sunday March 5
@ 10am:**

Join IBS Board Members in the *Madison Room* on the 18th floor for the 2017 Wrap-Up & Feedback