

**Past. Present. Future**



**77th Annual  
International  
IBS Conference**

**March 3-5, 2017  
Hotel Pennsylvania  
New York City**

## **Program Guide**

March 3, 2017

Welcome to IBS NYC 2017! On behalf of all of the passionate volunteers of the IBS Board of Directors, I want to welcome you to New York City and the 77<sup>th</sup> Annual IBS Conference!

If you've been at one of our conferences before, you'll see that this year we've expanded even more, adding more sessions on a variety of media topics, not just radio.

It is our hope that you not only learn and share your own knowledge with others while you are here, but that you also take the time to see the sights of New York!

During the course of the weekend, if you have any questions, comments or concerns, visit with our volunteer staff on the 18<sup>th</sup> floor registration area or on the 6<sup>th</sup> floor lobby area. Your feedback, ideas and thoughts are welcomed – it's what makes each and every year bigger and better!

Again, welcome to IBS NYC 2017! Go out there and make the most of it!

Sincerely,



Chris Thomas  
IBS President/2017 Program Chair

## IBS NYC 2017 is dedicated to Len Mallioux



If you were lucky enough to have interacted with Len Mallioux over the years here at IBS NYC or at our regional conferences each fall, consider yourself one of the luckiest human beings alive.

Len selflessly gave his heart and soul to IBS and college radio, and when he passed away in November 2016 we all lost a little part of ourselves as well. And while not a day goes by without us thinking of Len, we know he would not want us to grieve for too long, which is why we carried on and are here now presenting what is honestly our strongest conference yet, dedicated in your name.

You may not be here with us physically Len, but your spirit and passion carries on in each and every one of us.

We love you Len.

**IBS Board of Directors**

## Thank You to our IBS NYC 2017 Sponsors!



The online playlist management system for non-comm radio is Spinitron. No software to install, all you need is web-access. Visit them online at [www.spinitron.com](http://www.spinitron.com)



The premier day for college and high school radio takes place each year in October. Visit [www.collegeradio.org](http://www.collegeradio.org) for more information.



Backbone Networks creates professional online broadcast stations for client worldwide through their cloud-based system. Log onto [www.backboneradio.com](http://www.backboneradio.com)



**Broadcasters  
General Store**

If you need it to broadcast, BGS has it. From automation systems to consoles and more, find it all online at [www.bgs.cc](http://www.bgs.cc)

**THE TELLOS ALLIANCE®**  
Create. Communicate. Connect.

For three decades, The Tellos Alliance has been distributing cutting edge equipment to radio and television station. Visit them online at [www.tellosalliance.com](http://www.tellosalliance.com)

**RADIOFX™**

RadioFX provides an affordable 'custom' mobile solution for college radio stations that includes a number of highly innovative features not found on any other platform. Visit [www.radiofx.co](http://www.radiofx.co)



**BMI FOUNDATION**

A nonprofit founded in 1985, the BMI Foundation supports the creation, performance, and study of music through awards, scholarships, grants and commissions. Visit them at [www.bmifoundation.org](http://www.bmifoundation.org)

---

### Air Check and Resume Critiques

*Want to improve your chances of landing a job in this crazy media field?*

*Our experts are on hand to lend their thoughts, critiques and ideas to your air checks, resumes and any other job seeking materials you might be throwing out there (such as blogs, web sites, etc).*

*Drop in to the Bombay Room anytime Friday 1:15pm to 6pm or Saturday 9:15am to 4:30pm to have a chat and get some advice!*



# 2017 IBS NYC – Past. Present. Future – Conference Program Guide

---

## **Friday, March 3: 9:00am to 9:45am**

*IBS NYC 2017: Making the Most of It*

### **PennTop North – 18<sup>th</sup> Floor**

This drop-in session will be staffed by IBS Board Members who will be able to fill you in and help you learn the ropes of IBS 2017.

*Automation Made Easy*

### **SkyTop Ballroom – 18<sup>th</sup> Floor**

IBS Professional member Backbone has a solution for your automation and streaming needs: join the IBS Student Radio Network, powered by Backbone. Drop into this session and find out how!

*Open Forum: FCC*

### **Madison Room – 18<sup>th</sup> Floor**

Allen Myers, IBS VP for Regulatory Matters and a 37-year veteran of the FCC is on hand to answer all of your questions!

## **Friday, March 3: 10:00am to 10:45am**

*Staff Accountability (How to Get It)*

### **PennTop North – 18<sup>th</sup> Floor**

You've got the right people in place, now how do you keep them honest and hard working? Tricks and tips galore will be shared at this session!

*Radio History: Why It Matters*

### **SkyTop Ballroom – 18<sup>th</sup> Floor**

Radio as we know it isn't even 100 years old yet, but a lot has happened since KDKA aired election results in November 1920. This session will tell you why it all matters.

*Storm Radio: A Junior High Radio Story*

### **Madison Room – 18<sup>th</sup> Floor**

The kids at Lincoln Junior High School in Indiana are amazing – and quite frankly doing some college level work at times. Come hear their story and see how they're pulling off feats some colleges struggle with.

## **Friday, March 3: 11:00am to 11:45am**

*Marketing and Promotions Brainstorm*

### **PennTop North – 18<sup>th</sup> Floor**

Got some great ideas to share about promotions and marketing? Need to help generating some buzz on campus? Join marketing expert Aaron Buzza for a laid back brainstorm session. Bring your questions and ideas.

*Sports Talk Radio with FNTSY Sports*

### **SkyTop Ballroom – 18<sup>th</sup> Floor**

Sports talk host Gregg Sussman formally of 660 WFAN and now heard on Sirius/XM and FNTSY Sports is here to help your sports talk game!

*Working with Administrators and Deans*

### **Madison Room – 18<sup>th</sup> Floor**

Dr. Richard Robinson from University of Tennessee-Martin and Evan Sanford from University of Redlands will share their knowledge and experiences with you on this important topic.

## **Friday, March 3: 12:00pm to 1:00pm**

*Opening Keynote: Valerie Geller's Creating Powerful Radio*

### **PennTop South – 18<sup>th</sup> Floor**

International Broadcast Consultant and author Valerie Geller has been teaching the secrets to creating powerful radio to industry vets for years and now at IBS NYC 2017 you will be in the know as well! Stick around afterwards to pick up (and have autographed) a copy of her book!

## **Friday, March 3: 1:15pm to 2:15pm**

*An Audience with...Karen & Jeffrey from Fresh 102.7*

### **PennTop South – 18<sup>th</sup> Floor**

New York's newest morning team Karen & Jeffrey drop in to fill you in on what it takes to not only produce great morning radio, but also launch a brand new show from scratch!

*Do You Even Blog? How and Why You Should Start*

### **PennTop North – 18<sup>th</sup> Floor**

The longer you wait to have your station (or yourself) enter the digital world the further behind you become. Come and get started today!

*News in 2017 with 880 WCBS's Wayne Cabot*

### **SkyTop Ballroom – 18<sup>th</sup> Floor**

Morning Anchor Wayne Cabot is on hand share with you his story, as well as why news matters more now in 2017 than it ever has before.

*13 Things You Didn't Learn in School*

### **Madison Room – 18<sup>th</sup> Floor**

Scott Hopeck, VP of iHeartMedia NYC has learned a few things along the way. He's going to share 13 things your professors forgot to teach you about.

**Friday, March 3: 1:15pm to 2:15pm continued**

*Working with Athletic Departments*

**Paris Suite – 6<sup>th</sup> Floor**

Your school athletic departments hold the keys to not only broadcast rights, but interview requests, team access and more. Let us help you create a good working relationship with them!

*Generating Income through Underwriting*

**London Suite – 6<sup>th</sup> Floor**

Just because you're non-commercial doesn't mean you have to be poor. You can use your signal to generate income and Chet LaPrice from Gannon University/WERG will show you how.

*Training Your Staff: How to Keep them In-Line*

**Zurich Suite – 6<sup>th</sup> Floor**

The folks at WMLC have a proven training method that works – and they want you to not only hear it, but learn it too and take it home to your station!

*Community & LPFM Radio Roundtable*

**Budapest Suite – 6<sup>th</sup> Floor**

Here's a chance to exchange ideas, share stories and connect with stations from around the country. Be sure to bring materials you'd like to share.

*Jazz Radio Panel*

**Board Room– 6<sup>th</sup> Floor**

David Jaye, Host/Producer of "Jazzin' Around" on JazzWorks discusses its role in college radio (with Barney Fields, GM of HighNote/Savant Records (the most played jazz label), and maybe some NYC Jazz Musicians too.

**Friday, March 3: 2:30pm to 3:30pm**

*The Future of Music*

**PennTop South – 18<sup>th</sup> Floor**

Who really knows what lies ahead for the future of music? E. Michael Harrington does (or at least has a very good idea). Bring your ideas to share about where the industry is heading and be ready to hear some great insights.

*An Audience with...107.5 WBLS and Skip Dillard*

**PennTop North – 18<sup>th</sup> Floor**

As Operations Manager for 107.5 WBLS New York, Skip has stories. Some are good, some aren't, but they are all worth hearing and taking away lessons from at this incredible session.

*An Audience with...95.5 WPLJ's Morning Show*

**SkyTop Ballroom – 18<sup>th</sup> Floor**

Members of the highly successful 95.5 PLJ Morning Show are here to share with you what it takes to stay on top in a tough competitive market.

*Creating Successful News/Talk Content*

**Madison Room – 18<sup>th</sup> Floor**

Talk shows are tough. Let Craig Schwalb, Program Director of WABC-New York help you create content that not only matters, but is engaging to your listeners!

*Live In-Studio Performances: The How's and Why's*

**Paris Suite – 6<sup>th</sup> Floor**

Think having bands in studio will be too hard to pull off? WIUX at Indiana University is here to tell you why that's not true and show you how to do it!

*When the Instruction Manual Isn't There*

**London Suite – 6<sup>th</sup> Floor**

Let's face it, even if you had a manual, would anyone read it anyway? This session will coach you on how to train a staff and run a station when the manual isn't present (or has never even been written).

*Managing Your Volunteers*

**Zurich Suite – 6<sup>th</sup> Floor**

Running a station takes a lot of work, but how do you manage and motivate volunteers who maybe aren't as invested as you? We've got your answers

*IBS Student Radio Network Affiliates Meeting*

**Budapest Suite – 6<sup>th</sup> Floor**

If you're a member of the IBS Student Radio Network, this is your chance to meet up with the guys from Backbone! Wondering what it is all about? Feel free to drop in and find out as well!

*Production Directors Roundtable*

**Board Room– 6<sup>th</sup> Floor**

Here's a chance to exchange ideas, share stories and connect with Production Directors. Be sure to bring materials you'd like to share too.

**Friday, March 3: 3:45pm to 4:45pm**

*An Audience with Race Taylor of 95.5 PLJ New York*

**PennTop South – 18<sup>th</sup> Floor**

For the past 17 years, Race Taylor has been holding down airshifts at 95.5 PLJ. How did he turn a part-time passion into a full-time career? Come and hear his story!

*Music Charting – Where Do We Go From Here*

**PennTop North – 18<sup>th</sup> Floor**

CMJ, NACC, Spintron...can't someone just tell me where I am supposed to post my charts? David DeKeyser, formally of CMJ and Steve Theo of Medium Rotation will try and clear things up for you.

*Creating Effective Video for Radio*

**SkyTop Ballroom – 18<sup>th</sup> Floor**

Johnny Mingione from 95.5 PLJ makes videos. Every. Darn. Day. And if you don't think that makes sense for a radio station, you're living in the past. Come to hear (and see) how it's done and how you can do it.

*Secrets of Writing for Late Night TV*

**Madison Room – 18<sup>th</sup> Floor**

Think you're funny? Former *Late Night with David Letterman* writer and author Joe Toplyn will share industry secrets and tips to make your funny shine. He'll have his book on hand for sale as well!

*Six Figure Salaries: Radio Sales as a Career*

**Paris Suite – 6<sup>th</sup> Floor**

Dolores Nolan from the Radio Advertising Bureau will tell you all you need to know to sell your station to sponsors and supporters. And just like on the infomercials, it only takes seven steps (we promise).

*Ethics: What to Do (or Not Do) and When*

**London Suite – 6<sup>th</sup> Floor**

Just because you can say or report something on air doesn't mean you always should, right? Hear what the professionals think about this and share your thoughts on ethics and college radio as well.

*Creating Dynamic Sports Broadcasts*

**Zurich Suite – 6<sup>th</sup> Floor**

Talk about a tough job! Sports is hard because almost everyone in your audience would rather be there, but they're stuck with you. This session will help you shape your broadcasts into something folks *want* to tune in to.

*FCC Rules & Regs: What's New for 2017?*

**Budapest Suite – 6<sup>th</sup> Floor**

FCC veteran and IBS Board Member Allen Myers has the answers you need to stay legal and keep you current. Come hear all about it (and bring your questions too).

*High School Faculty Advisors/Directors Roundtable*  
**Board Room – 6<sup>th</sup> Floor**

Here is your chance to exchange ideas, share stories and connect with fellow advisors from around the country. Be sure to bring any materials you'd like to share as well.

**Friday, March 3: 5:00pm to 6:00pm**

*An Audience with...New York's Classic Rock Q104.3*

**PennTop South – 18<sup>th</sup> Floor**

Meet and talk with midday personality Maria Milito and weekend air talents Jonathan Clarke and Marc "The Cope" Coppola from New York's Classic Rock station Q104.3

*An Audience with...Record and Promotions Reps*

**PennTop North – 18<sup>th</sup> Floor**

The good folks from Co-Sign, Pirate Promotions, Planetary and a former CMJ employee are here to answer your questions about station and promotion company relationships.

*Social Media and Your Station*

**SkyTop Ballroom – 18<sup>th</sup> Floor**

Do you really need a Facebook, Twitter, and Instagram, You Tube channel, Pinterest board and more for your station? Yes, you do. Our pros tell you why (and how to use them).

*Getting Creative with Marketing*

**Madison Room – 18<sup>th</sup> Floor**

Aaron Buzza created a video series for his company and suddenly created quite a buzz for himself. Come hear his story plus learn how to do the same for you!

*Comedy on the Radio: Radio Ha Ha*

**Paris Suite – 6<sup>th</sup> Floor**

The fine folks in video do have a stronghold on comedy, but that doesn't mean radio can't get in the game. Hear how to make it work on radio and about how WIUX has done it!

*Building Your Alumni Connections*

**London Suite – 6<sup>th</sup> Floor**

Being involved in college media are some of the best days of your lives. You will carry these memories with you forever, as do your alumni. Harness those fond memories at your station now by building alumni connections. Dr. Richard Robinson will teach you how to make it happen!

**Friday, March 3: 5:00pm to 6:00pm continued**

*Emergency Broadcasts: Your Station Can Help*

**Zurich Suite – 6<sup>th</sup> Floor**

It's a sad reality, but campus stations need to be prepared to help out in a crisis on (or near) campus. Find out how you and your station can play a crucial role during emergency situations.

*Government Regulations: Q&A*

**Budapest Suite – 6<sup>th</sup> Floor**

Allen Myers, IBS VP for Regulatory Matters and a 37-year veteran of the FCC is on hand to answer all of your questions! Bring your issues or concerns to this meeting and find solutions for your station.

*Sports Directors Roundtable*

**Board Room– 6<sup>th</sup> Floor**

Here is your chance to exchange ideas, share stories and connect with fellow Sports Directors from around the country. Be sure to bring any materials you'd like to share as well.

---

**Saturday, March 4: 8:30am**

***Registration Opens on the 18<sup>th</sup> Floor!***

**Saturday, March 4: 9:15am to 10:00am**

*Leveraging Your Station's Successes*

**PennTop South – 18<sup>th</sup> Floor**

Whether it's by winning awards or just getting the word out about what you're doing, our experts will share with you how to use what you've got to get some good press and PR.

*Dodging the Knife: Dealing with Budget Cuts*

**PennTop North – 18<sup>th</sup> Floor**

Chances are you need to do more with less money these days. We've got ideas on how to get by with what you've got, so bring your budget numbers and ideas to this session lead by Dr. Richard Robinson

*Programming College Radio*

**SkyTop Ballroom – 18<sup>th</sup> Floor**

Join faculty advisors and program directors from around the globe to discuss programming ideas and options for your college radio stations.

*What Is Intellectual Property (IP)?*

**Madison Room – 18<sup>th</sup> Floor**

Not to scare you or anything, but it's likely you're breaking the law and don't even know it by stealing someone's IP. Attorney Diane Basso is here to keep you out of trouble.

*Academic Planning for Media Careers*

**Paris Suite – 6<sup>th</sup> Floor**

Spoiler Alert: You need to do more than just take Comm Arts classes. Find out why (and what to take) at this session. WPPJ's David Fabilli will give you some tips on how to plan (and succeed).

*Community College Roundtable*

**London Suite – 6<sup>th</sup> Floor**

Here is your chance to exchange ideas, share stories and connect with fellow Community College stations from around the country. Be sure to bring any materials you'd like to share as well.

*Programming Your High School Radio Station*

**Zurich Suite – 6<sup>th</sup> Floor**

Although not completely a different beast, high school stations run a tad differently from colleges. Come hear how and why, plus bring your ideas and questions as well.

*Getting Your Staff to Buy Into It!*

**Budapest Suite – 6<sup>th</sup> Floor**

Wanna make some changes but need the team to buy into it? How do you get them on board? We've seen it all and have got the solutions for you.

*College Faculty Advisors Roundtable*

**Board Room– 6<sup>th</sup> Floor**

Here is your chance to exchange ideas, share stories and connect with fellow faculty advisors from around the country. Be sure to bring any materials you'd like to share as well.

***Don't Forget!***  
**IBS holds regional conferences  
fall in cities across the country!**

Check out  
[www.collegebroadcasters.us](http://www.collegebroadcasters.us)  
for details and dates!

**Saturday, March 4: 10:15am to 11:00am**

*Creating Another Outlet: The Story of B-Side*

**PennTop South – 18<sup>th</sup> Floor**

WIUX had so many folks interested in being on air they became “full.” So they created another outlet. Come hear about it and start to figure out how it can be done at your school too.

*Successful Pledge & Marathon Drives*

**PennTop North – 18<sup>th</sup> Floor**

Raising much needed funds doesn't have to be boring. IBS President Chris Thomas shares how his station does it (to the tune of \$25,000 a year).

*Journey to the Internet: the WIRE Radio transition*

**SkyTop Ballroom – 18<sup>th</sup> Floor**

Can a station transition from a terrestrial radio signal to an internet only platform and still be relevant? WIRE Radio did. Come find out how.

*Making Money with Your Mouth: Breaking Into Voiceovers*

**Madison Room – 18<sup>th</sup> Floor**

Learn the secrets of launching a voice-over career from long-time voiceover artists and radio personality Race Taylor from 95.5 WPLJ New York.

*Don't Say that \$\*&t! How to Handle Indecency*

**Paris Suite – 6<sup>th</sup> Floor**

What's the difference between indecency and obscenity? What can I get away with and what does my staff need to absolutely not say? Allen Myers is on hand to give you all the answers and more.

*Writing for the Ear*

**London Suite – 6<sup>th</sup> Floor**

What's the #1 thing HR Managers tell us that employees are lacking? Writing skills. Let us teach us how to write specifically for radio and podcasting (spoiler alert: it's different than writing for print).

*Program Directors Roundtable*

**Zurich Suite – 6<sup>th</sup> Floor**

Here is your chance to exchange ideas, share stories and connect with fellow program directors from around the country. Be sure to bring any materials you'd like to share as well.

*Stronger News Products for Your Station*

**Budapest Suite – 6<sup>th</sup> Floor**

News is more important now more than ever, especially among millennials. Hear from the pros oh how to connect your audience with news by creating strong products at your stations.

*IBS and Backbone Network*

**Board Room– 6<sup>th</sup> Floor**

For years now, IBS has partnered with Backbone Networks to provide stations with start of the art automation systems for your school at an affordable cost. Come and find out how to join the network!

**Saturday, March 4: 11:15am to 12:15pm**

***New for 2017! IBS SuperSessions!***

Think of it as additional keynotes. Sessions are limited during this time to allow you to attend sessions on some of our most popular topics without missing out on other presentations!

*SuperSession: Storytelling as Marketing*

**PennTop South – 18<sup>th</sup> Floor**

Promotions and Marketing doesn't have to be complicated. Award-winning marketer Aaron Buzza will break it down for you so that you can go home and start telling your stories the right way ASAP.

*SuperSession: Show Prep 101*

**PennTop North – 18<sup>th</sup> Floor**

So you've got a radio show. Good for you. Now what are you going to do with it? Veteran morning show producer Shawn Novatt has tons of tips and tricks to make your show shine .

*SuperSession: Breaking into Screenwriting*

**SkyTop Ballroom – 18<sup>th</sup> Floor**

Everyone has an idea for a film or TV show. Literally everyone. How do you move from idea to script? Screenwriter John Madormo will share his story and fill you in on what you need to do to get started.

**Saturday, March 4: 12:15pm to 1:00pm**

*Lunchtime Acoustic Concert*

**PennTop South – 18<sup>th</sup> Floor**

Grab some grub and come up to PennTop South for a free acoustic concert from NYC area artists! Or visit our 18<sup>th</sup> floor sponsor area as well!



## **Saturday, March 4: 1:15pm to 2:15pm**

*An Audience with...Touring Musicians Part I*

### **PennTop South – 18<sup>th</sup> Floor**

You play them on the radio, now come hear them live in person as they share stories and play music for you live at IBS NYC 2017!

*An Audience with...College Radio Day*

### **PennTop North – 18<sup>th</sup> Floor**

What started as a simple idea has grown into so much more. Dr. Rob Quicke is here to talk about College Radio Day and even sign your station up to be a part of it (and best of all, it's free).

*Blurred Lines: Issues in Music and Rights*

### **SkyTop Ballroom – 18<sup>th</sup> Floor**

Sam Smith, Pharrell, Bruno Mars – they've all faced the music about using others' materials in their songs. But is it fair? Who is right or wrong? Music Rights expert E. Michael Harrington will break it down for you.

*Best Practices in Landing Your First Job*

### **Madison Room – 18<sup>th</sup> Floor**

From what to send and how to interview, this session will cover it all. Thank us later when you land the job and come back to present at IBS!

*Management Mistakes: How to Avoid Them*

### **Paris Suite – 6<sup>th</sup> Floor**

No one knows it all...but these folks know a lot. They're here to share stories about what to do, what not to do, and how to be the best boss you can be.

*Modernizing Your Station*

### **London Suite – 6<sup>th</sup> Floor**

Is your station falling behind when it comes to upgrading equipment? After all this stuff can only be maintained for so long. Telos Alliance has some ideas on how you can get back to the top of the pack by having a plan to modernize your station.

*Ideas and Resources Exchange*

### **Zurich Suite – 6<sup>th</sup> Floor**

Radio and Television can be very expensive endeavors, but with a little creativity you can get things done for free or low cost. IBS President Chris Thomas will bring some ideas on how your station can be in the game and save money, but we'd like you to show up with your tips and tricks as well!

*Creating More Variety in Your Productions*

### **Budapest Suite – 6<sup>th</sup> Floor**

Listen back to your station's imaging work. If you know it by heart because it's always the same old predictable stuff, then this session is for you.

*Music Directors Roundtable*

### **Board Room – 6<sup>th</sup> Floor**

Here is your chance to exchange ideas, share stories and connect with fellow music directors from around the country. Be sure to bring any materials you'd like to share as well.

## **Saturday, March 4: 2:30pm to 3:30pm**

*An Audience with...Touring Musicians Part II*

### **PennTop South – 18<sup>th</sup> Floor**

Join us for part two of the *Audience with* session at 1:15pm. Come for one or both session...they would love to have you drop in and join the discussion!

*Management Bootcamp*

### **PennTop North – 18<sup>th</sup> Floor**

Could your team use a little pick-me-up? Join Chet LaPrice of WERG and other faculty advisers to be inspired to go back home and knock it out of the park the rest of the semester!

*Get Started Podcasting*

### **SkyTop Ballroom – 18<sup>th</sup> Floor**

Podcasting is bigger than ever and shows no signs of slowing down. Get your station (or yourself) started today and build an audience the old fashioned way – one listener at a time.

*Engaging Listeners with Live Music Data*

### **Madison Room – 18<sup>th</sup> Floor**

Listeners want instant info about what they hear, so stations need to push live updates online, and Tom Worster from Spintron explains how to make all of this happen!

*Writing 101: How to Write for News Media*

### **Paris Suite – 6<sup>th</sup> Floor**

News is all around us, but how does one construct compelling, honest and attention grabbing stories? WABC News Anchor Lisa Ritchie will show you how.

*Technology for Non-Engineers*

### **London Suite – 6<sup>th</sup> Floor**

Sometimes your engineer just aren't around – what do you do then? IBS Board Member Tom Gibson has some thoughts and ideas for you on how to survive.

**Saturday, March 4: 2:30pm to 3:30pm**

**continued**

*Blogs, Photos & Web: Legal Issues for Your Station*

**Zurich Suite – 6<sup>th</sup> Floor**

The last thing we want to see is you go to jail. Well, it probably won't be that bad, but you can still be in big trouble for breaking laws you didn't even know existed. Diana Bosso will be your guide to try and keep you out of trouble.

*Production Techniques and Tips*

**Budapest Suite – 6<sup>th</sup> Floor**

Allie Leng and Lauren Sovisky know a thing or two about making production pieces sizzle. They're on hand to share with you their tips, techniques & tricks that you can start using as soon as you get back.

*Copyrights and Royalties: IBS 2017 Update*

**Board Room– 6<sup>th</sup> Floor**

IBS fights for your rights in Washington DC, and our own Fritz Kass has the updates about what's going on and what's coming up!

**Saturday, March 4: 3:45pm to 4:45pm**

*Room Closed to Prepare for IBS Awards*

**PennTop South – 18<sup>th</sup> Floor**

*NonComm Radio: Canada vs. USA*

**PennTop North – 18<sup>th</sup> Floor**

Are NonComm stations north of the boarder all that different than us? Reps from Canadian and American college radio sit down and discuss.

*Video in the Radio Studio*

**SkyTop Ballroom – 18<sup>th</sup> Floor**

The days of radio just being audio is over. It's time to add in video to your studio, whether it is a live stream or just posting to YouTube. Bring questions and be ready to jot down lots of notes.

*How I Made It: Media Success Stories*

**Madison Room – 18<sup>th</sup> Floor**

Sometimes the climb to the top is rough. Other times it is pure luck. But most of the time, it is a combination of hard work, luck and networking. Come here how these professionals made it to where they are today!

*Building Your Own Brand*

**Paris Suite – 6<sup>th</sup> Floor**

By taking the ideas you use to promote your stations and show and applying them to yourself, you can do great things. We will teach you how to do it.

*Engineering Purchasing Decisions*

**London Suite – 6<sup>th</sup> Floor**

One thing hasn't changed over the years in radio – it isn't cheap to run. Visit with Tom Gibson, VP for IBS Engineering and talk about how to go about making informed equipment decisions.

*Operation Managers / Station Managers Roundtable*

**Zurich Suite – 6<sup>th</sup> Floor**

Here is your chance to exchange ideas, share stories and connect with fellow ops and station managers from around the country. Be sure to bring any materials you'd like to share as well.

*Mobile Platforms and College Media*

**Budapest Suite – 6<sup>th</sup> Floor**

Got an app? Have a specific mobile presence? Getting one isn't that hard as John from RadioFX will show you.

*Promotions & Marketing Directors Roundtable*

**Board Room– 6<sup>th</sup> Floor**

Here is your chance to exchange ideas, share stories and connect with fellow marketers and promoters from around the country. Be sure to bring any materials you'd like to share as well.

**Saturday, March 4: 5:00pm to 6:00pm**

*2017 IBS Awards*

**PennTop South – 18<sup>th</sup> Floor**

Join us for our annual celebration of all things high school and college media at the 2017 IBS Awards.

**Sunday, March 5: 10:00am to 11:00am**

*2017 IBS Conference Wrap-Up & Feedback*

**Madison Room – 18<sup>th</sup> Floor**

Sleep in a bit, grab a coffee and join members of the IBS Board of Directors to offer your feedback for the 2017 IBS Conference as well as give your input to our 2018 Conference offerings as well.

**Jealous your station didn't compete in the IBS Awards?  
Enter the 2018 IBS Awards! Information is up this April at  
[www.collegebroadcasters.us](http://www.collegebroadcasters.us)**