COLLEGE BROADCASTERS, INC.
NATIONAL STUDENT ELECTRONIC MEDIA CONVENTION
FALL 2013 • SAN ANTONIO, TEXAS

Bri w/ WBGU
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KNC FAM

Best Student Media
Website finalist

View from the
Hyatt Regency

Registration desk

NC STATE STUDENT MEDIA

SUMMARIES BY JOHN KOVALCHIK, WALT LILLY AND DAVID SMITH

THE STATION AS PART OF YOUR COMMUNITY

MAKING YOUR STATION MATTER TO CAMPUS

"Making Your Station Matter To Campus" was about the importance of keeping your station alive in the eyes of your universities' staff and student body. It was reassuring to hear that every station in attendance seemed to suffer from these issues; apparently getting your station noticed is tough sometimes. While there was no panacea for this issue, some possible solutions included contacting on-campus promotions about sponsoring various campus events, as well as sending people out to all manner of other on-campus group events with a table to give the station a presence and to raise awareness among their groups about your station. Basically, force your station into other, larger on campus events to prove to your student body that your station is an actual, legitimate campus organization. – *Submitted by David Smith*

ATTENDEES:

JOHN KOVALCHIK, WKNC OPERATIONS MANAGER

DAVID SMITH, WKNC INDIE MUSIC DIRECTOR

WALT LILLY, WKNC PRODUCTION MANAGER

BRI AAB, WKNC GENERAL MANAGER

JAMIE LYNN GILBERT, STUDENT MEDIA ASSISTANT DIRECTOR AND WKNC ADVISER

GET THE ADMINISTRATION ON YOUR SIDE: THE COLLEGE PUBLIC AFFAIRS PROGRAM

In "Get the Administration on Your Side," the presenters demonstrated the importance of being taken seriously by your school's administration and the pathway to achieving that. Getting noticed by the powers in administration can help get the word out about your station and throw money your way, in addition to gaining allies in powerful slots. The most basic form of getting your university to love you is to give them an incentive to by giving them their own show. The morning talk show is a simple outlet to have potential benefactors feel wanted by their campus station. James Velten demonstrated the fact that they gave their college president his own weekly show to voice his side of the goings on around campus in order to build trust and a relationship with his school's administration. His sound bites were featured prominently in on-air promos, and he was treated with dignity and respect. Essentially, keeping up a good relationship with those who could potentially benefit you, economically or otherwise, is integral and not that difficult. – *Submitted by Walt Lilly*

GET NOTICED! EFFECTIVE STATION PR AND PUBLICITY WITH NO BUDGET

In "Get Noticed," a list of helpful guidelines was presented that went beyond just posting your wares on Twitter. Right off the bat, presenter Mark Maben was quick to establish that effective public relations is not just posting regularly on social media. One of the main ideas behind the presentation was the assertion that there is a very simple constant in the converging media landscape, and that is the never-ending need for content. Stations, media outlets and online content aggregators all need content in some way, and a lot of it. Getting out there requires certain finesse, however. When submitting your content to increase your publicity, one must carefully choose the right outlet to make sure their material fits. Getting in touch with the right people is essential, and making your proposals brief and to-the-point ensures the likelihood of consideration. A strong digital media presence means much more than keeping an updated Twitter. It means working hard to promote content that promotes your station. Finally, Maben outlined a series of websites that allow content submission that work well with college radio stations, such as All Access. Overall, "Get Noticed" provided ways to spread the word of your station with the converging media landscape. – *Submitted by Walt Lilly*

THEY JUST DO NOT UNDERSTAND US: COLLEGE MEDIA IN A CHANGING ACADEMIC ENVIRONMENT

Faculty and administration may at times seem somewhat distant from student media organizations, but as an integral part of the university system it is imperative to form stable relationships to ensure continued growth. By providing for the community as well as for alumni and current students, the role of student media can be promoted to those in positions of higher authority. Who holds your license? Who is on your board of trustees? Know, connect and network with these people so that they can empathize with your struggles and acknowledge your achievements. By having a strong alumni network you are able to utilize a system of potential donors and knowledge base. Perhaps many of these past members have gone on to work in the industry. Use old yearbook photos and social networks to allow them to connect with each other and the new generation. Partnering with academic programs, athletics, and student government can increase your worth to your university and help its ultimate educational mission. Display any recognition nationally or from the community. Outreach, both on- and off-campus, is an important part of a non-profit station. – *Submitted by John Kovalchik*

TO TWEET OR NOT TO TWEET: REPORTING USING SOCIAL MEDIA

This panel was about the importance of Twitter as a social media outlet for getting breaking news out and communicating with people in your field. "Having a theme" for your Twitter was a big takeaway from this for me -- essentially, find your niche. If you tweet about music, don't throw in too much other random personal or unrelated content that will confuse people. This will help strengthen your online brand about a specific subject. The speakers also touched on the importance of keeping your Twitter's "personal brand" professional. For instance, one of the speakers mentioned how several people were offended at something slightly profane he tweeted about sports on his otherwise on-topic feed, and how he learned from the experience to monitor more closely the language he uses. Another talked about how she misspelled the phrase "shots fired" in a very humorous way. She stated that it is important to address these things or delete them when they come up, but not overly so, lest you draw more attention to them. – *Submitted by David Smith*

The session "To Tweet or Not to Tweet: Reporting Using Social Media" harped on the importance of instantaneous worldwide sharing in the modern era of reporting. Rather than spend time explaining the almost obvious benefits and competitive mandate set by other college stations for the use of Twitter, the speakers cautioned users to maintain professional integrity while using the site. Very often even incredibly well-respected news corporations will inaccurately share information to the world through this speedy social media provider based on a mixture of carelessness and eagerness. In order to remain relevant in an ever-changing cyber environment, timeliness is integral but not at the sacrifice of reputation. The session also detailed the differences between the personal and organizational as well as the importance of those differences. A touch of humanity can add a lot of power to a personal brand – even a non-personal brand – yet if overused or over-delivered, it can also be detrimental. – *Submitted by John Kovalchik*

SHOW STOPPING CONCERT EXECUTION

Bri Aab and I, as well as several other speakers from WSOU and KTSW spoke on this final CBI panel, which dealt with the logistics of throwing concert events for your station. We discussed the importance of being professional when contacting the venues –e.g. laying the facts out bare and using appropriate language to build a rapport with them. The plainer that you can lay out the raw information – e.g. how much they will be paid, the capacity, etc., the better you will look to the venues and bands. Bri discussed the importance of having a backline at a venue, which is the stage setup including PA system that the bands will use when they play, as many bands do not travel with these items. We also heavily discussed promotional tactics, including having bands sell tickets to the show and appropriate ways to flier and promote. A common advisement we all agreed on was the importance of getting people from your station involved with attending and helping out, as they will invite their friends and spread the word, increasing the profile of your event. – *Submitted by David Smith*

STATION MANAGEMENT

MUSIC DIRECTOR'S ROUNDTABLE

I spoke on this panel, which was an hour-long discussion about the ins and outs of working in a college radio music department. We split the room into two groups, one controlled by me, the other controlled by Natalie Amend, my co-speaker from the University of Wisconsin-Madison. Our group spoke on several subjects. The diversity among music directors in our group meant that some of them had only begun to connect with radio promoters, so we spent some time talking about how you can email specific people and slowly start to accumulate a library for your station. We also talked about running a music staff, and about how keeping your staff entertained and making everything "fun" for them can go a long way to getting them to be efficient. For instance, make reviewing CDs a competition! Throw a pizza party occasionally! Invite your staff to go to shows with you! Anything you can do to increase camaraderie among your assistants will help you in the end to have a tighter, more functional music department. Overall, I thought we managed to have a very fun, informed discussion given that all of us came from different station backgrounds. – *Submitted by David Smith*

I'M IN CHARGE, NOW WHAT?

"I'm In Charge, Now What" focused on reassuring those coming into leadership roles to breathe and focus on being effective in their position. First, leaders must learn their role and know the ins and outs of their responsibilities and the tasks they need to complete. Leaders must take stock and evaluate their situations to succeed. Goals are an integral part of the process, as they must be set and acted upon. More specifically, meetings are important and where plans are outlined, so they must be effective and run efficiently. As a leader, keep a written agenda to guide staff in the right direction and stay focused during discussions in meetings. Personnel-wise, conflict is unavoidable, and one must meet it head on and be prepared. When resolving issues, one must not focus on "should" and put emphasis on "I" so as not to shift blame and point fingers at the upset party. Keeping up delegation and good personal skills are essential to maintaining a stable and productive staff, especially if it is made up of your friends. "I'm In Charge" established a clear set of rules to follow in order to be a quality station manager. – *Submitted by Walt Lilly*

Becoming a station manager includes much more than simply the duties of a job description, especially so in the sticky setting of collegiate radio. In my short experience I have already learned that managing a group of not just your peers but also your friends proves time after time to be a very difficult job. By establishing boundaries, learning outcomes, priorities and effective communication skills the world of college broadcasting can become unsticky. Setting goals is the only way to ensure that there is progress. If you are not working toward a goal, what could you possibly be working on? Seems intuitive, but it is oftentimes overlooked. With each position creating and meeting honest goals, more productive semesters can be achieved. Another option to aid in strengthening a board of directors or managers is to incorporate fun. Through bonding experiences director groups can work in a healthier environment. Another mechanism for a healthy working atmosphere is communication that avoids blame association and promotes problem solving. By avoiding language that is accusatory issues may be resolved without conflict. Yet it is important to note that some form of addressing issues is vital to a high-functioning station. – *Submitted by John Kovalchik*

STATION MANAGER ROUND TABLE

In this refreshing and unique session I was able to communicate with station managers of all kinds across the country in varying different broadcast circumstances. Though oftentimes problems did not exactly align, it is very useful to see how your own station does things well and of course what your station does not so well or even how a different station handles a problem that could perhaps be similar. Of course we all face managerial issues. My counterparts from across the U.S. addressed issues such as motivation, social media leadership, delegation, communication, and many other applicable topics. Learning of the different approaches to DJ training was a particularly interesting subject. Sometimes it is difficult to imagine other possibilities without hearing of their outcomes. One helpful and oftentimes neglected point brought up was valuing your station advisor. By using this exclusive resource and strengthening friendships you can add an extra layer of confidence while striving toward goals. As in other discussions, there was a stress on creating opportunities for a little fun. This will increase productivity, rate of success, and teamwork. Another way to achieve this same result is by recognizing those who are excelling through positive reinforcement and incentives as opposed to only punishments. – *Submitted by John Kovalchik*

VIDEO PRODUCTION/EDITING

WHAT ARE ALL THOSE BUTTONS ON MY CAMERA?

In "What Are All Those Buttons On My Camera," Herbert Jay Dunmore passionately explained a wide spectrum of both basic and advanced tactics when it comes to motion and still-frame cameras. He began by explaining the four main functions of a lens: focus, zoom, iris and macro. He then delved into the specifics of all these categories, such as the difference between the powerful but artificial servo zoom against the control of a manual zoom. Dunmore covered the advantages of using the electronic viewfinder instead of a built-in LCD screen. Zebra lines, IRE Waveforms, and false color were explained in detail, outlining all of the features of digital cameras that can be put to use and help the user once they understand it. From this point, Dunmore went into detail about how to tackle certain problems, such as zebra lines appearing on a subject's face or setting the IRE to adjust for skin tone. In the closing, Dunmore excitedly went through a list of cameras, highlighting his favorites and explaining the advantages and disadvantages of each. I learned a lot from this session to help my fellow staff and me produce our ongoing video series, and I understand the intricacies of operating the equipment to a much greater degree, thanks to Dunmore's excited and user-friendly approach. – *Submitted by Walt Lilly*

ONLY IN ADOBE PREMIERE CC

"Only In Adobe Premiere CC" was an excellent session showing obscure and extremely useful tutorials for editing. Steve Celano kicked things off by showing an example of a car commercial he had edited, and then pulled up the raw Premiere file to demonstrate his methods. He interacted a great deal with the room, taking a number of questions on the specifics of the Adobe Suite and the advantages of running it via the cloud. Amidst these discussions, I learned a great deal that will help me in editing my own projects, such as the advantages of restarting your computer before rendering video and the easily editable shortcuts. Not only was Premiere covered, but Celano showed the multi-layered interface of Adobe After Effects and what could be accomplished with it when working in tandem with the other programs in the creative suite. Afterward, Jay Dunmore took the stage to pick apart a trailer he had edited and rebuild it, using a host of editing tricks he outlined in quick succession. This session gave me a lot of confidence to further my knowledge of these editing programs and create more cohesive and ambitious projects. Steve Celano and Jay Dunmore put together an excellent tutorial that covered a wide range of topics and presented it in an exciting way. – *Submitted by Walt Lilly*

NO MUSIC VENUE NO PROBLEM

The "No Music Venue No Problem" panel was one that my fellow KNC staff Walt Lilly and John Kovalchik spoke on. In this, they talked about how they have slowly developed "The Lounge," WKNC's new multimedia video project. Without getting too technical at first, they began with explaining their inspiration and screening a few examples from other web performance series, including KEXP and Pink Couch Sessions. From this, they slowly got more specific and took the crowd through their process, starting with the pilot featuring Ghostt Bllonde, and onto the next two featuring Daniel Bachman and Jackson Scott, speaking of improvements they made throughout the process in filming and production elements. They also spoke on the best ways to approach artists to take part in the session, which is to start slow with your friends or local musicians, and then slowly begin gaining leverage as more and more bands sign on. Some of the technical jargon went over my head because I'm a Luddite about technology sometimes, but it was a very informative panel! – *Submitted by David Smith*

STAYING LEGAL, FUNDED AND ON THE AIR

STAYING LEGALLY SAFE IN THE CYBER JUNGLE

In this session lawyer David Oxenford stressed the importance of digital copyright laws by equating it to plot point of "Lord of the Rings:" "protecting your shire." The launch of new projects, specialty shows, concerts and many of the other brand-able activities and products of WKNC are all especially vulnerable to copyright attack. What a terrible waste it would be if, after all of our staff's hard efforts producing valuable content, they were destroyed by a case of copyright infringement. Thankfully, by using some of the resources that Oxenford had pointed the audience toward it can all be avoidable. The title of the presentation accurately describes the cyber world as a jungle of uncharted territory. Unfortunately, this realm of law is very young and underdeveloped, almost infant. This means that in the coming years many new laws and changes in the law are coming. Due to this, it is important to stay diligent and up-to-date about protective trademarks and copyrights. I think that perhaps the most important take away from this session is one important distinction, and that is in the analog world, whatever permission may be perceived gives no rights in the digital world. – *Submitted by John Kovalchik*

PRACTICAL TROUBLE SHOOTING FOR THE NON-ENGINEER

It's a little odd. We have a station of more than one hundred members and only a minuscule percentage of those people so dedicated to the radio airwaves have a solid grasp of the science behind broadcasting. I'm almost embarrassed to admit that I am among that minuscule percentage. This session was absolutely perfect for someone in my position – lacking in technical expertise but not at all in managerial responsibility. Through the presentation I was able to understand a bit more about the pathways to broadcast. Understanding what is happening when everything is going correctly can help those attempting to trouble shoot problems as they arise in the future. It was suggested that stations create station-specific diagrams for broadcasting as well as observation of all devices while functioning. The speaker highlighted prevention-based systems and technical infrastructure. By creating regular check-ups, back-ups, repair, replacements, and maintenance, issues can be easily resolved before even becoming problems. For those tasked with keeping the station on the air, this session was to explain the proper flow in order to achieve optimal broadcasting. – *Submitted by John Kovalchik*

FROM BEGINNING TO PRO- "FUNDAMENTALS OF BECOMING AN AIR PERSONALITY"

In this session, extensive knowledge and experience in the professional radio world was consolidated down to the basic fundamentals of having a good voice on the air. In order to speak to your audience, a good DJ must speak directly to their audience as if they are a person in the room. Not only that, but a strict series of guidelines must be followed in air breaks to maintain a steady flow and rhythm to your show. Any thoughts should be said in eight seconds or less, and it's okay to lie about requests to make the listener feel like they are a part of the process. In addition to the tips, Peter Bolger opened the session with an uplifting anecdote recalling the time when digital equipment began taking over the radio world. Voice recordings and automation was becoming easier than ever, and it was going to be pointless to pay someone to speak into a microphone and engage a listener. However, here we are decades later, and the radio jobs have not yet gone away. The radio industry will always need personalities, and this session helped guide them in the right direction. – *Submitted by Walt Lilly*

STARTING OR REBUILDING YOUR UNDERWRITING PROGRAM FROM SCRATCH

After hitting a couple of funding brick walls at the station, my adviser has made very clear to me the importance of a strong underwriting program. Underwriting is the meat and potatoes of our budget and, as such, it is more than significant to establish strong and enduring guidelines to set the program toward success. "Starting or Rebuilding Your Underwriting Program from Scratch" demonstrated supremely helpful ways to create sustainable relationships with donors. Though it is true the department has a separate student-run staff for the business aspects of student media, including underwriting, this lecture was particularly helpful for someone in my leadership position to aid this branch of student media. The presentation outlined procedures to discover demographics, utilize demographics, how to seek out those interested in your demographic, and then ultimately establish a strong relationship with those individuals or groups. The implementation of Search Optimizing Engines can also help drive traffic to a simplified and accessible rate card. Another brilliant strategy that I was introduced to was the practice of the "over sell" or "over deliver." By offering potential donors a package that normally may not be offered, the station could consider keeping one aspect of the package "secret" from that group. In that way the station can deliver more than what the company or person asked for and increase lasting relations. – *Submitted by John Kovalchik*

SPONSORSHIP LIKE THE PROS: HOW TO FUND YOUR RADIO STATION LIKE THE NFL AND THE KARDASHIANS

To survive beyond the institutional budget or even support from underwriting, it's important to secure outside organizational support. Knowing your client may be the ticket to landing big sponsors for any kind of event, show or general station funding. By clarifying to these sponsors bulleted points of not only what you want from them, but also what you can offer them will help build strong relations with these clients. These physical publications can help display information effectively while staying with the considering sponsor. Offering specific things in these ancillary materials, such as exclusivity at events to sponsors, will entice them to provide funding. Another important aspect of the sell is "dating" your sponsor first. By understanding all facets of the company you can better explain to them why a partnership is valid and mutually beneficial. Branding can also be an advantageous avenue to pursue / consider when approaching potential sponsors / donors. This allows your station to market to a niche market or specific demographic that may be shared or elusive to the sponsor. Identifying your station's needs before approaching sponsors will make it easier to secure them. Naming partnerships are another easy way to work with other companies who share your interests and goals. – *Submitted by John Kovalchik*