



## **Midwest Regional High School and College Media Conference**

**Sponsored by**

**Communication Department, School of Media Arts,  
Columbia College Chicago  
& IBS - Intercollegiate Broadcasting System, Inc.  
33 East Congress Chicago, IL 60605**

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

### **Social Media**

<http://www.collegebroadcasters.us>

<http://www.collegeradio.tv>

<http://www.highschoolradio.tv>

Facebook: IBSCollegeRadio

Twitter: @IBSRadio

Tweet it out: @ColumbiaChiComm

Instagram: @ColumbiaChiComm

Facebook: fb.me/ColumbiaChiComm

**8:30 AM – 9:30 AM Registration, coffee and rolls  
5<sup>th</sup> floor**

## MORNING SESSIONS      9:30 AM – 10:45 AM

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

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: incorporating Social Media and FCC Rules and Regulations**

Panel      **Fritz Kass**, IBS Chief Operating Officer, New Windsor, NY  
**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 - 12:01 PM

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

5<sup>th</sup> floor      **Lunch**

## Special Guest Keynote

### 12:30PM – 1PM

**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**

Panel

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

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

**Maggie McCoy**, **Gray Talent Group, Chicago, IL**

**Anthony Winfield**, **General Manager 1<sup>st</sup> and 15<sup>th</sup> 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.

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 recording artist (TBA), to show you how it's done!

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

Moderator **Dre Parsons**

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 **Valerie Robbins**

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**

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 **Bentztown Presents!!!**

### 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

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.

### 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 **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!