

CBI Springs Into New York for Conventional Wisdom

The Spring Conference

March 17-19, 2005

Roosevelt Hotel, New York

This is a great event for those determined to make it big! We bring in top professionals in the world's media headquarters to speak with you. All of the information presented below is available via the CBI web site at <http://www.collegebroadcasters.org>.

While there aren't 100-plus broadcast sessions/events like the Fall conference (New Orleans, October 27-30), what we lack in numbers we raise in talent! Students interested in journalism and television will especially benefit from participation.

If you want to know how to make it after college, you don't want to miss this event! Reserve your rooms at the Roosevelt Hotel soon, as there are a limited number of quad rooms. Quads are the most economical way for students to attend. To get the special conference rate, fax the form on conventions page to the Roosevelt. The conference will be in full swing on Thursday morning, March 17, and attendees staying at the hotel are encouraged to arrive the night before so as not to miss anything!

Convention start times

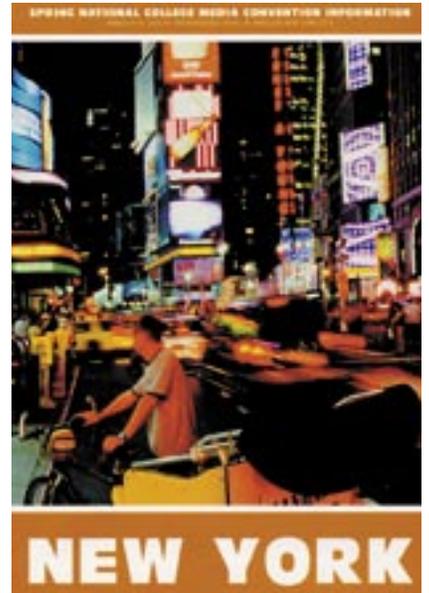
To help you when making your travel arrangements, please remember: *CONVENTION REGISTRATION/CHECK-IN* will begin from 5-7 p.m., Wednesday, March 16 and will resume at 7 a.m. on Thursday, March 17. *CONVENTION SESSIONS* will begin at 8 a.m. Thursday, March 17, with the keynote presentation scheduled for 4 p.m. Sessions conclude on Saturday, March 19, with the Closing/Awards Ceremony from 2-3 p.m.

Exciting Keynote Speakers!

- Marc Maron and Mark Riley, hosts of Morning Sediton on Air America Radio.
- Gail Collins, Editorial Page Editor for The New York Times.

Media Tours

- CMA's media tours coordinator is making plans for visits (not guaranteed as of press time) to: MTV, The Daily Show, Museum of Modern Art, Elle Girl, Self, Cosmopolitan, The New York Times, The Associated Press, The Village Voice, The New York Sun, GoodMorning America, Last Call with Carson Daily, NBC, MTV, ABC, Sports Illustrated Magazine, ESPN. Check CMA's website for updates. Tour pre-registration begins February 14.



1. THE CONVENTION EARLY REGISTRATION DEADLINE

To be eligible for the Early Registration rates, your registration form and payment must be made online or mailed and postmarked on or BEFORE February 18, 2005.

Registration forms are available on the CMA website (<http://www.collegemedia.org>).

2. THE HOTEL CONVENTION RATE RESERVATION DEADLINE

The reservation deadline for special convention rates is February 21, 2005. But time is of the essence: *Rooms are subject to sell out before this date.*

Registration forms are available on the CMA website (<http://www.collegemedia.org>).

Forms should be completed and faxed to (212) 885-6168. For additional hotel information, please visit (<http://www.theroosevelthotel.com>)

Telephone (212) 661-9600 or Reservations 1-888-TEDDYN.Y.



All eyes are on New York for the spring convention with opportunities for learning more about broadcasting and electronic media while having some fun at the National College Media Convention, March 17-19, at the Roosevelt Hotel in mid-town Manhattan.

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Questions? Comments? Please contact CBI. Phone: 1 (877) ASK-CBI1 (1-877-275-2241) (713) 348-2935
Web: <http://www.collegebroadcasters.org>

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School broadcast licenses challenged

Three groups eye 'Time Share' issue to grab frequencies

College and high school radio stations are under a major and concerted attack from other broadcasters who want to share the school's radio signals. These attacks are called "time share challenges".

There are three groups that have challenged stations in an attempt to force time share agreements. They are The Lincolnland Communications Foundation, Limited, Hoosier Public Radio Corporation, and R.B. Schools.

Those trying to force the time share are using FCC rule 73.561, which is broken into a couple of segments. One part of the rule is the minimum number of hours that a non-commercial licensee must be on the air to keep its license. It requires 36 hours a week, with at least five hours on-air a day over six days.

The rule has exceptions for school radio stations, "stations licensed to educational institutions are not required to operate on Saturday or Sunday, or to observe the minimum operating requirements during those days designated on the official school calendar as vacation or recess periods."

Those requirements are to just keep a license and do not protect a school from having a time share agreement forced upon it. The FCC rules state that any station broadcasting fewer than 12 hours a day could be forced to share its frequency.

WPSR, a high school station, did not meet the 12-hour a day minimum and is being challenged by Lincolnland. WPSR Faculty Advisor Mike Reininga says the station is planning on going to a 12-hour a day schedule.

Some of the other time share filings vary from the WPSR case. WHJE has been on 24/7/365 since 1981. WBDG has been on the air 24/7/365 since 1996. R.B. Schools has also targeted WXTS which is already in a time share with WXUT. WXTS Faculty Advisor Pete Bowers says he is not worried about his station being challenged.

The one school that may have the biggest fight is WFCI at Franklin College in Franklin, Indiana. The application by the Hoosier Public Radio Corporation said in its filing that it is seeking "a share time or competing application" and the competing application claims WFCI didn't file its license renewal paperwork on time.

Hoosier Public Radio claimed in its filing that WFCI was late in getting its license renewal paperwork to the FCC. WFCI Faculty Advisor Joel Cramer says the station did file on time. The question here could be that the FCC extended the filing deadline for Indiana stations and others required to file during that time for 15 days because the FCC was experiencing problems with its computerized filing system.

Kathryn Schmeltzer (Shaw Pittman, LLP) is representing some of the Indiana stations. "I think the challenger will lose in the cases that I represent," said Schmeltzer. One reason is, she says, that the FCC expects any person requesting to share time to contact the existing radio station before filing with the FCC. Schmeltzer says that in her cases, that did not happen and some challenges may be thrown out because the challenger's paperwork were filed after the FCC deadline. As for the number of challenges, Schmeltzer says that it caught everyone by surprise. "I don't believe anyone has done this to this extent before."

If you receive a license challenge, Schmeltzer has one piece of advice, "Get an FCC attorney." She admits that it will cost stations and schools money, but she believes that an attorney's knowledge of the process will help keep stations from making mistakes in that could cost a station its license.

Schmeltzer also suggests getting your station on the air 24-hours a day to reduce the likelihood of any future challenges. She even says those stations that have been filed against should get on the air now 24-hours a day. Schmeltzer says based on FCC case precedent of going to 24 hours a day after being challenged, will increase your chances of getting your license renewed.

Regardless of the ultimate outcome, there is no doubt some schools have changed their approaches to broadcasting. For instance, WFCI has gone into a rebroadcast agreement with another station to try to fight off the time share challenge.

WFCI has partnered with public radio station WFYI. WFCI will rebroadcast WFYI's National Public Radio feed on weekdays from 5 a.m. until 7 p.m. The school will originate programming from 7 p.m. to 5 a.m. on weekdays and all day on weekends.

Along with airing NPR programming, WFYI will also offer more internships to Franklin College students.

Cramer did add that this agreement between the private school and WFYI is contingent upon the FCC throwing out the current time share challenge.

The bottom line for college and high school radio stations is that it is time to get on the air at least 12-hours a day, if not around the clock, every day of the year. With today's automation, it's not difficult to do. There are two limiting factors for many stations: how to pay for the equipment and who would be in charge of the station during school breaks. Some instructors are cautious about being responsible for a station during school breaks knowing that they will receive no additional compensation. (CBI can help with the equipment issues. Feel free to contact CBI for more information.)

Only time will tell how many stations may face a challenge to their license in the area of time share.

(Editors note: This article was submitted by John Morris at member station WSWI. It was edited for length. The full article is available on the CBI web site).



Student Powered Results

Ithaca College Television volunteers gather in-studio after signing off their live, Election Night cablecast on November 2. The staff communicated via phone, intercom, computer, and IFB. Instant messaging was used to share data between the newsroom, control room, and studio. Reporters were stationed at area campaign headquarters and Board of Elections.

If you have photos of your station's activities, email them to CBInsights for consideration for the newsletter... chair@collegebroadcasters.org

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Here's a 'virtual tour' of CBI-sponsored sessions at the National College Media Convention...

The National College Media Convention will feature dozens of educational opportunities for involvement and a chance to gain some "conventional wisdom" from the media center of the U.S.

– New York City!

The convention will feature lots of activities for advisers and students alike, including top-notch keynote addresses by some of the media's top movers and shakers. The event will be held March 17-19, at the Roosevelt Hotel in Mid-town Manhattan in New York City.

And, there's plenty to offer those involved with electronic media. Just take a "virtual tour" of the 18 sessions sponsored by Collegiate Broadcasters, Inc. and you'll get a good preview of what's in store.

Media Entrepreneurship: What's Involved in Starting Your Own Media Business?

If you consider going into business for yourself, even as a freelancer, you won't want to miss this session. The founders of three media start-ups discuss creating a media business. What are the potential pitfalls? How do you obtain financing? What is a business plan?

What Makes a Good TV News Story and How to Find It

Learn how to enterprise stories, and develop niche areas for television news. Steve Livingstone, consumer news producer for WABC-TV, shows that local news is not just reacting to events – you need to find the people and tell the stories.



**COLLEGIATE
BROADCASTERS INC.**

Radio Resume Tape, Audition Tape – Whatever You Call It, Do It Right.

Whether your goal is on-air, production, or news, employers want to hear your voice and your work. Our panel explains what you should include on your radio audition tape to maximize your chances of landing the job.

Creating Your E-Portfolio

What are the elements of an electronic portfolio? Video resumes are moving from VHS linear to DVD non-linear. See examples and learn ways to showcase your material to the best advantage. Three DVD creation programs will be demonstrated.

Daytime Television and Entertainment Publicity

ABC publicist Michael Cohen has worked for numerous outlets including film and Rolling Stone. Now he works to develop the image for "All My Children." Find out what's involved in entertainment publicity and daytime television. Perhaps promotion and publicity is a career for you.

How to Get a TV News Job

Want to be a TV reporter? Insights from an ABC-TV journalist can help you get ahead in the competitive field of television news. Journalist/consultant Julie Ruditzky will share strategies to prepare for on-air reporting, including making the transition from print to television.

Kazaa is to Music What Blogs Are to Journalism: How Technology Rejiggers What We Like and Who We Trust

The marketing, economics, and even the aesthetics of music have changed with technical innovation. How is this happening, and what are the repercussions for traditional radio and journalism? Cultural trends producer/journalist/author Rick Karr discusses how the new technologically-enabling outlets are changing people's perceptions.

Radio Station Models for Success

What works, what doesn't in models of college radio station management. Most advisers are in poorly defined positions, balancing often contrary opinions held by administration, faculty and students. While each station is unique, we'll explore organizational issues of decision-making and authority that are common to college radio. This was a popular session at last year's conference.

Producing Journalism for a National Television Audience

MTV News, Today Show, and Spike TV producers discuss the current climate for long-form journalism and the responsibilities of a producer. How do audience demographics determine subject selection and treatment? Learn what it takes to be a producer, and whether this work suits your skills and temperament.

Student Manager Roundtable

Television and radio student managers – including program, news, music directors, and station managers – are invited to discuss topics that concern their stations and share ideas for improving organizations.

Telling Stories: TV Photojournalism

News and documentary photography is an art. See examples by top video journalist Michael DelGiudice, winner of National Press Photographers Association's "Regional Photographer of the Year" award and seven "Best of TV Photojournalism" awards. Mr. DelGiudice, who also helps train new photojournalists, explains how videography serves the story.

Creating Investigative Journalism

What is the responsibility of journalists to tell the truth and how should they go about it? Hear from executive producer John Sicheloff, who left ABC for PBS to create NOW, the public affairs series with a "core mission to take on the urgent issues of the day." A winner of national awards, he was a senior producer for ABC News, 20/20, Primetime Live, and Dateline. His career includes freelance and international reporting, including years in Central America and Africa.

Paths to Production Jobs

What are the technology trends that determine skills employers are looking for? How can you prepare for a career in television production? Hear from a broadcast operations manager at a major network with experience in live, taped, studio and field productions.

Independent Media in a Time of War

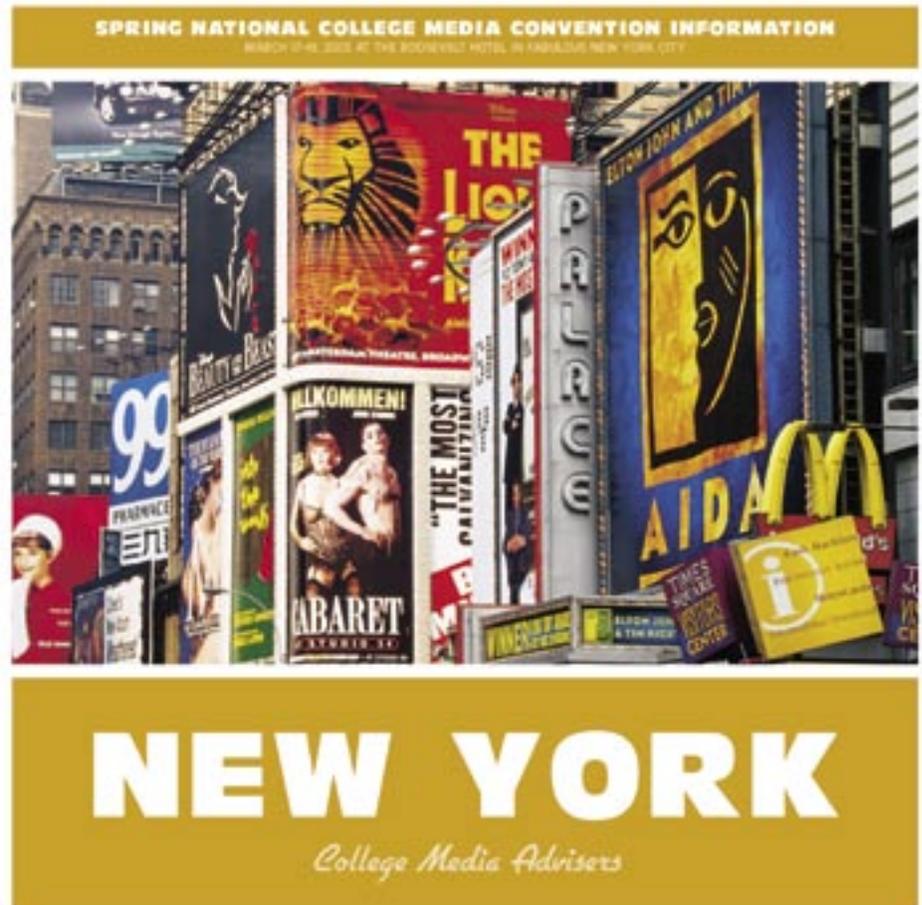
Amy Goodman is host and executive producer of "Democracy Now!", a national, daily, independent, award-winning news program airing on over 300 stations in North America. Pioneering the largest public media collaboration in the U.S., Democracy Now! is broadcast on Pacifica, community, and NPR stations, cable and satellite television, shortwave radio and the Internet. Democracy Now!'s team includes some of this country's leading progressive journalists who've garnered dozens of awards for their ground-breaking work in radio and print journalism.

The World of Television Sports Marketing

ABC Sports' vice president for Advertising and Promotion directs activities that position the network as a source for sports telecasts, such as Monday Night Football. Learn about sports marketing for television, how brands are developed and extended, and what the career opportunities are.

College Radio and Music Marketing

With the music industry waning, and satellite and internet radio on the rise, marketing to college radio is less of a corporate priority. As a result, college radio has grown more independent and more



essential to its local audience. What does this mean? A panel of industry representatives discuss this and provide an overview of music industry marketing and publicity.

Internet Video

Streaming video, editing video off servers, and a new program sharing initiative, the Open Student Television Network, will be discussed. New media consultant/technology manager Jonathan Satriale and Amy Grill, Emerson College/OSTN Advisory Committee, show how new technologies are changing the media landscape.

Cable Network Programming

The Sci Fi Channel's Senior Vice President of Programming and Acquisitions discusses how a cable channel builds audience through production and acquisition and how research is used to create a schedule. Sci-Fi's novel approach was featured in Wired Magazine. Anyone interested in cable and programming careers should attend this session.

2005 Fall Media Convention Takes Flight in the 'Big Easy'

The Fall 2005 Convention will have that Cajun flavor that only New Orleans can provide. So plan now to ease on down to the "Big Easy" and attend the CBI fall conference as you prepare your 2005-6 budgets!

There were over 100 broadcast/electronic student media sessions and events at the 2004 convention, including nationally recognized keynote speakers, the CBI Cybercast, tours of over a dozen media outlets, and lots of opportunities to learn from peers.

Events like this can't happen in just one day!

We will be in New Orleans (October 27-30 at the Hyatt Regency) next year with even better sessions and events for all radio, TV and Internet stations! This convention will feature student speakers, industry professionals, FCC staff, lawyers, engineers and advisers/managers.

CBI is List Happy!

CBI maintains four e-mail lists for those involved in electronic student media. The 'main' list is the CBI list. This is the most active of the lists and is open to all topics pertaining electronic student media. The CBI-TV list is for the sole purpose of aiding those with an interest College TV (including cable and web). The CBJobs list is an announce-only list for those seeking job opportunities. Employers post job opportunities to the list and these position announcements are then e-mailed to all on the list. If you want to see additional media outlets added to the ones already posting their position openings, contact CBI and we will add those outlets to the list! The final list is the CBI-FS list. This list is only open to Faculty and Staff that are associated with a student media outlet. This list is meant to allow these professionals to discuss issues that would only be relevant to their peers covering topics like tenure, professional development and

Radio Ownership Reports Due

Commercial & Noncommercial AM, and FM Stations in the these States & Territories:	Biennial Filing Deadlines:
KS, NE, OK	On or about 2/3/2005
TX	On or about 4/1/2005
AZ, ID, MD, NV, NM, UT, VA, WV, WY, DC	On or about 6/1/2005
CA, NC, SC	On or about 8/1/2005
AK, FL, HI, OR, WA, PR, GU, Saipan, Samoa, VI	On or about 10/1/2005
AL, CT, GA, ME, MA, NH, RI, VT	On or about 12/1/2005

The deadlines for licensed TV stations is different. If you need assistance, please contact CBI.

more. All but the CBI-FS list are open. List rules are available upon request and when subscribing.

CBI Blogs

CBI has started two blogs, which are available at the CBI web site (<http://www.collegebroadcasters.org>). The first blog is a general topic blog that covers material related to college electronic media and may vary from time to time to cover issues that those in the field may find of interest. The second blog, edited by Michael Black (WEOS), covers recent applications and actions on those applications by the FCC.

Communicate with CBI

CBI has just activated a toll-free phone number for the use of its members. The number 1-877-ASK-CBI1 (877-275-2241) is a new service that allows stations to call the CBI chair at no charge to the member and future members.



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COLLEGIATE BROADCASTERS, INC.

Membership Form

TYPE OF MEMBERSHIP

- New Station Membership \$ 80 a year
- Professional/Business Membership \$120 a year
- Renewal \$ 80 a year
- Contact CBI for Corporate Sponsorship Opportunities

STATION MEMBERSHIP (One for each station) Date ____/____/____

Station _____ School affiliation _____

Address _____ Adviser/Staff Contact _____

City/State _____ Primary Contact (if not Adviser) ▼ _____

Zip Code/ Postal Code _____

Station Phone _____ Primary Contact Phone _____

Fax _____ Station website _____

Station E-Mail _____ Primary Contact E-Mail _____

TYPE OF STATION

- Radio FCC Licensed No FCC License
- AM FM LPFM CCAM CAFM Part 15AM Web Other _____

Frequency _____ Power Output/Class _____ Primary Format _____

- TV
- FCC Licensed LPTV On Campus Cable Community Access Cable Channel # _____

All Stations

Operating Schedule Year Round Academic Year Only

How many hours a day? _____ Does the station use automation? _____

Network Affiliations (i.e. NPR, ABC, etc.) _____

Annual Operating Budget? _____ Do you have Satellite Receive capability? _____

If yes, which satellite/format (i.e. PRSS, SEDAT, Video Subcarrier, C, Ku) _____

Professional/Business Membership

Name _____ Company Name _____

Address _____ Phone _____

_____ Fax _____

E-Mail _____ Website _____

CBI STATION MEMBERSHIP BENEFITS

- Discounted Conference Attendance for Station Staff
- Discounted Engineering Services
- Networking
- Access to CBI Web Site and Listserv
- Newsletters
- Legal Consultations
- Discounted Webcasting
- CBI Awards Competition

PAYMENT INFORMATION (make check payable to Collegiate Broadcasters, Inc.)

- Enclosed is a check for Enclosed is a Purchase Order with instructions
- CBI's federal ID number is 52-2362083

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**Surprise Inspection?
Are You Ready**

Are you ready for an FCC inspection? A mock inspection could save you money! The FCC has prepared checklists to help you comply with federal regulations.

The CBI web site contains links that connect to checklists or try this URL (www.fcc.gov/eb/bc-chklsts) in order to review the rules that apply to

your station. Many state broadcasting associations offer "mock" inspections which could indemnify your station from certain FCC actions. Visit the CBI State Broadcasting Association link page for more details at <http://www.collegebroadcasters.org/sba.shtml>.

By April 10...

Place an Issues/Programs List for the January 1-March 31, 2005 quarter

in your public inspection file.

It's In the Numbers

In order to conduct business with the FCC, you must first register through the FCC's Commission REgistration System (CORES). Upon registration, you will be assigned a FCC Registration Number (FRN). This number will be used to uniquely identify you in all transactions with the FCC.

Radio License Renewal Time!

State(s)	FCC Mails Forms on or about:	Pre-Filing On-Air notice on 1st & 16th of each month until filing starting on :	Application Filing Deadline	Post-Filing On-air notice on 1st & 16th of each month after filing through:
TX	Jan 23, 2005	Feb 1, 2005	Apr 1, 2005	Jun 16, 2005
AZ, ID, NM, NV, UT, WY	Mar 23, 2005	Apr 1, 2005	Jun 2, 2005	Aug 16, 2005
CA	May 23, 2005	Jun 1, 2005	Aug 1, 2005	Oct 16, 2005
AK, HI, OR, WA	Jul 23, 2005	Aug 1, 2005	Oct 1, 2005	Dec 16, 2005
CT, ME, MA, NH, RI, VT	Sep 24, 2005	Oct 1, 2005	Dec 1, 2005	Feb 16, 2006
NJ, NY	Nov 23, 2005	Dec 1, 2005	Feb 2, 2006	Apr 16, 2006
DE, PA	Jan 23, 2006	Feb 1, 2006	Apr 1, 2006	Jun 16, 2006

Sample license renewal scripts are available on the CBI web site!

Stations that need help with the renewal process should contact CBI for assistance, free of charge at 877-ASK-CBI1.

2005 Awards!

Detailed information concerning the CBI 2005 National Student Production awards competition will be announced in the coming weeks on the CBI web site and via the call for entries which will be mailed to stations in the next month! Those interested in sponsoring the awards competition should call CBI today at 1-877-ASK-CBI1!



**Is Your Membership Current? If Not, Please Renew Today!
Unsure About Your Status? Call 877-ASK-CBI1 (877-275-2241) Today!
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