

CBI election: your link to involvement

Board and leadership positions to serve college broadcasting are up for grabs

CBI is an organization that represents college electronic student media in a unique manner. Our board members are representatives of our members, which means we always act on your behalf! Our by-laws are posted on the web site for everyone to see. No other electronic student media organization can make these claims!

If you think CBI is special and would like to help the organization move forward, there are a number of opportunities for you. The most pertinent opportunity at this time is for you to run for a position on the CBI board.

Two faculty/staff positions are up for election and no incumbents will be running!

Will Robedee has reached his term limit and is not eligible to run again for at least one year. Candy Walton is pursuing other interests and will not submit her name as a candidate.

The student position is a one year appointment. Lex Davies, like Will and Candy, will finish her term on the board this year, leaving an opportunity for students to join the board!

Complete details concerning elections will be posted on the CBI web site ([http://www.col-](http://www.collegebroadcasters.org)

[legebroadcasters.org](http://www.collegebroadcasters.org)), sent to the e-mail lists and be included in the electronic edition of the final 2004-5 newsletter.

To learn more about these opportunities, please call 877-ASK-CBI1 or 713-348-2935.

If a board position is not up your alley, perhaps you want to volunteer to keep members informed about a specific area of interest to you. You can do this by volunteering to become a member of the CBI advisory board, offering to help at annual conventions, or writing articles for this newsletter.

And the 'Cibby' winner is...

The Call to Entry for the 2005 CBI Student Production Awards has been released! There have been a few exciting changes with several new categories which will allow us to better recognize the diverse programming student broadcasters perform regularly across the nation.

Last year, almost 400 different entries were received in the 25 categories. Don't



The coveted 'Cibby'

miss out on your chance to be recognized among the best student broadcasters/stations in the country. If your entry is chosen among the finalists in a category, you'll be recognized at the 2005 Awards Ceremony at the

CBI National Conference in New Orleans October 27-30 and receive a trophy!

Start digging through the year's archives and submit your entries before the end of the semester! Entries must be postmarked by May 20. The fee of \$40 per entry is waived for current CBI members! If you are submitting two or more entries, you will pay the cost of membership or more and get none of the benefits of membership. A membership form is available on the CBI web site at <http://www.collegebroadcasters.org>.



New York convention a rousing success

Almost 1,400 students and faculty attended the 2005 National Spring College Media Convention, March 17-19, at The Roosevelt Hotel in Midtown Manhattan, sponsored by College Media Advisers. The Collegiate Broadcasters, Inc. coordinated the scores of student broadcasting workshop sessions. Convention goers also got a chance to take tours and interact with media professionals, like the St. Patrick's Day visit to the live broadcast of Good Morning America at the ABC studios in Times Square featuring Dianne Sawyer (above). Please see comprehensive photo coverage inside.

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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>

Collegiate Broadcasters, Inc.

UPS - Hershey Square Center
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Marathon man

Broken record attempt fails but station is a winner with fundraising, alumni awareness of college radio

Seeking to smash a world record for hosting a continuous live radio show, a Florida volunteer DJ's bid was a winner despite coming up a bit short.

From January 17th through January 21st, WPRK-91.5FM, the radio station at Rollins College in Winter Park, FL, staged a major fundraising event, perhaps the largest in the station's 52-year history.

Dubbed the WPRK 110 Hours Marathon, the event focused on a community volunteer, Dave Plotkin, who was attempting to break a Guinness World Record for longest continuous live radio broadcast by a single DJ.

Plotkin started his on-air shift at 8:00 a.m. on Monday. When he finally signed off at 11 p.m. Friday night, he had presided over 110 hours of radio programming and helped the station raise approximately \$16,500 in pledges.

The one thing he didn't have was a Guinness World Record.

The process for getting a Guinness World Record is long and time-consuming. WPRK and Plotkin initially contacted Guinness officials in late 2003, announcing intentions to break the published record: 105 hours, set by Christoph Stockli in Bern, Switzerland in 2002.

Several weeks later, Guinness officials contacted Plotkin and confirmed that 105 hours was the official record.

That communication didn't mention that the new World Record of 120 hours set in 2003 wasn't yet official.

There are a multitude of rules that need to be followed for the Marathon broadcast to be designated an actual World Record.

The DJ cannot play more than two songs in a row and no songs

can be longer than six minutes in length. When the DJ is interviewing a guest, that guest can speak no longer than one minute without the DJ interjecting some sort of comment. Details like these impacts the timeliness of Guinness verification of the record.

The 120-hour record hadn't been officially verified as late as the fall of 2004, almost a year-and-a-half after the record attempt.

While there was disappointment about the 110 hours falling short of an actual World Record (upon Guinness verification, it will stand as the official U.S. record), the WPRK Marathon did effectively accomplish all the de-

While there was disappointment... the WPRK Marathon did effectively accomplish all the developmental goals envisioned as a part of the event.

velopmental goals envisioned as a part of the event.

First and foremost, staging the Marathon was a tremendous learning opportunity for the students. Rollins College operates WPRK under the philosophy that it is providing students with an immersive experience in leadership education, rather than just serving as a platform for broadcast training.

The Marathon required the efforts of hundreds of volunteers, food donations from dozens of local restaurants, live, in-studio performances by sixty-five bands, and live interviews with sixty in-studio and phone-in guests. The adaptability and creativity that the students must call upon to face the

everyday challenges of running a licensed, noncommercial radio station were stretched to new limits by the controlled mayhem of the Marathon.

There was also a hope that the event would raise awareness of the radio station on and off campus and help build community. In both respects, the results exceeded expectations. Local media, particularly the *Orlando Sentinel*, covered WPRK's event extensively. National media picked up on the story as well, with Plotkin interviewed live on Howard Stern's show and being featured on NPR's Morning Edition.

In terms of community building, Rollins College students who'd previously shown no particular interest in the radio station stopped by the studios to watch the show or even pitch in on the production effort. There were also Rollins alumni whose pledges were the first donations they'd ever made to the College.

The student leadership of WPRK has already decided to make the Marathon an annual event. While there may not be a World Record attempt at the core of future Marathons, there will be concerted efforts to recapture the same excitement and unpredictability.

It was wild, creative and strangely addictive radio of the sort that only college radio can create.

If that spirit can be regenerated without a World Record on the line, the annual WPRK Marathon will become a successful recurring fundraiser and, more importantly, a yearly proclamation of the tremendous accomplishments that result when students are given an opportunity to learn at the left end of the radio dial.

School licenses under challenge

Case underscores the importance of programming more than 12 hours per day

In the last issue of CBI Insights, John Morris provided an article on the challenges facing some school stations. The article highlighted the need for FCC licensed stations to be on the air at least 12 hours per day, every day of the year.

Many stations use automation to accomplish this during school breaks, others bring in programming from external sources, such as World Radio Network or WCPE. The complete article is available at <http://www.collegebroadcasters.org/12hour.shtml>. This item provides a quick update on that story.

On March 7, the FCC dismissed Hoosier Public Broadcasting's challenges to the renewals of WHJE, WBDG, WEEM, WRFT, WKPB, and WATI. All were school licensed stations, except the latter, which was owned by religious broadcaster American Family, and renewed all of the licenses!

An insider tells CBI that most of the competing applications were dismissed as procedurally defective (they were filed, electronically, as minor change applications to existing facilities).

There was no consideration given to the merit of the applications. While these are certainly victories for student radio, they are a strong reminder that stations need to understand and follow the rules!

While the complete order is not available yet, WBDG was issued a NAL for \$9000 for violation of the public file inspection rules. This problem was disclosed in their renewal application and the station is appealing the NAL, according to WBDG station manager Jon E. Easter.

On March 10, all of RB Schools applications for new stations in their filing against renewals of existing school stations were

accepted for filing and are on a 30-day cutoff list for comments.

The Commission has sent letters to RB Schools regarding some of its applications and a copy of these letters has been received by the college stations for which RB has filed a time-share application.

"The Commission has merely asked for information at this time. No determination has been made with respect to RB's applications at this time and none will be made until we receive the information from RB as well as the licensees whose stations have competing applications from RB", said Allen Myers of the FCC.

As CBI learns of updates, they will be posted at <http://www.collegebroadcasters.org/12hourupdate.shtml>.

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*A message to college and high school
broadcasters from The Classical Station*

Protect your frequency with *Great Classical Music*

If you broadcast limited hours, you risk having a time share agreement forced upon your station. As reported in the February 2005 issue of CBI Insights, FCC rules allow a broadcaster to demand shared access to another station's frequency if that station is on the air fewer than 12 hours a day. At least three broadcasting groups have recently filed such petitions concerning more than a dozen Midwestern educational stations.

How can you prevent this takeover of your frequency? How can you stay on the air longer hours with a volunteer staff and a limited budget?

The solution: *Great Classical Music* from WCPE.

Great Classical Music is a commercial-free program stream from one of the country's most popular classical radio stations. Because WCPE's mission is to bring classical music to everyone, we offer our free service to you on C-band (large dish) and Ku-band (small dish) satellite.

Great Classical Music enables you to expand your broadcast time up to 24 hours at no charge to you. And you can further your educational service by bringing classical music to your community during evenings, overnights or weekends, regardless of your format at other times.

Your carriage of WCPE is totally voluntary. Use as much or as little of our programming as you like. Add more local programming or discontinue carrying WCPE

altogether at any time. Our satellite feed allows you to choose programming as you need it to round out your broadcast day. (Some stations carry WCPE continuously during holidays and student breaks, when they would otherwise be off the air.)

Your listeners will enjoy music of the world's best-loved composers, presented by friendly, knowledgeable program hosts. You'll appreciate having an alternative to expensive syndicated programs.

WCPE is available in an unscrambled analog format on C-band satellite Galaxy 5, Transponder 8, at 6.30 and 6.48 MHz. (With 4DTV receivers you'll find us at G5 959.) We also offer a digital Ku-band feed on satellite AMC-1, allowing you to use a smaller receiving dish, a real advantage when your space is limited.

Carriage of WCPE should not require your station to pay additional royalties beyond your routine annual blanket copyright payment.

Listen to our audio stream at TheClassicalStation.org. Feel free to contact any of our radio affiliates for references. They are listed at <http://wcpe.org/rebroadcasters.shtml>.

Great Classical Music is an excellent programming resource for anyone. Contact WCPE today for more information. We look forward to hearing from you!

The Classical Station, WCPE
PO Box 828
Wake Forest NC 27588

Contact
William Woltz, WCPE Outreach Coordinator
will@wcpe.org
TheClassicalStation.org
1-800-556-5178

Podcasting from A to B (it's too early for C?)

What is it?

Think of podcasting as TiVo for radio. Just as TiVo allows a viewer to watch his favorite television program or movie when he has the time, podcasting automatically downloads audio files to a user's computer for listening at the user's convenience. Podcasts are usually in a talk show format but can be music or audio clips from television programs, movies, chat groups, daily horoscopes or lectures.

Podcasts are technologically unlike webcasting or streaming. Webcasting is (generally) an Internet stream of a live or online simulcast of a broadcast signal. Podcasting is the downloading of a single complete audio file to be listened to later. Because of these differences, copyright licensing for podcasting is different than the copyright regimes for webcasting and streaming.

Who can podcast?

Anyone who has bandwidth, a website, a computer with a microphone and the necessary software can be a podcaster. Radio stations and content providers are taking notice of podcasting and making their own content available on the Internet. Within the last few months, NPR, BBC and a number of local radio stations have started to package their on-air programming into podcasts.

Copyright law basics.

Copyright law protects musical and spoken compositions, or "works"; the performance of a work preserved in a sound recording; and the sound recording itself. Podcasting implicates these in three ways: the performance of a work; the playing of a sound recording of a performance; and the reproduction of a sound recording by incorporating it into a podcast. The law is well-settled only as to the first of these.

Musical works. Performance rights organizations (ASCAP, BMI and SESAC) handle copyright licenses for the performance of musical works, including their performance in a podcast. Separate licenses may be necessary

from each performance rights organization because each company represents different publishers of composers' musical works.

Sound recordings. Copyright licenses for the playing (or "performance") of sound recordings historically have been handled directly with the owners of the works, usually record companies. (Over-the-air broadcasters are not required to obtain copyright licenses for playing sound recordings on-air. They must, however, hold licenses for playing the underlying musical works.)

Reproduction. A podcast may include a reproduction of a sound recording. It results in the transmission of a sound recording that is accessible on demand by the user. The reproduction requires clearances or licenses – for the sound recording, and for the musical work. No uniform or industry-wide licensing scheme has developed yet to cover the sound recording.



This leaves the podcaster with three choices: to attempt to obtain licenses from the record companies; to limit podcasts to sound recordings not subject to copyright protection (generally, U.S. recordings pressed before February 15, 1972 [careful: a CD reissue of a pre-1972 recording is a new, protected, sound recording]); or to eliminate sound recordings altogether from podcasts.

This is a condensed version of the full item written by Carly Didden. The full text is available at the CBI website (<http://www.collegebroadcasters.org>) Carly Didden is an associate, Communications Group at Garvey Schubert Barer in its Washington D.C. office. She can be reached at 202-965-7880, or cdidden@gsblaw.com. The information presented here is intended solely for informational purposes and is of a general nature that cannot be regarded as legal advice. Please consult an attorney if you have questions about the application of copyright law to podcasting.

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 them 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 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 have an interest. The second blog, edited by Michael Black (WEOS), covers recent applications and actions on those applications by the Federal Communications Commission (FCC).

Membership benefits

Here's a new benefit for members this year: discounts on the National Federation of Community Broadcasters legal handbook! The online handbook is an easy-to-read reference guide to noncommercial rules and regulations. Checklists, examples and full explanations of the law guide readers over all commonly encountered procedural hurdles. Through February 28, 2005, CBI members may purchase a one year access to the online guide for just \$45. That's more than one-third off the normal non-NFCB member price. Contact CBI at 877-ASK-CBI1 (877-275-2241).

SCENES

@ The Spring Convention



Thomas Vitale, Sci-Fi Channel



Some conventioners got a chance to visit Good Morning America. The tour was one of many scheduled.



ABC publicist Michael Cohen discusses Daytime Television and Entertainment Publicity.



Students attend a multi-media presentation by Rick Karr of PBS and recently, NPR



Music marketing panel discussion



ed tours for the three-day convention.

New York , N.Y. – March 2005



Will Robedee speaks with students at CBI information table.



Tammy Filler, NBC Today SHow, Chris Connolly, Spike TV, Cheryl Horner-Sirulnick, MTV News, discuss the climate for long-form journalism on television.



Cynthia Vannoy, ABC Sports Vice President for Advertising & Promotion, talks about the Television Sports Marketing.



Ithaca TV students with Michael DelGiudice



John Sicheloff, creator of PBS Now, talks with Amy Grill of Emerson College

Former CBI chair leads broadcast sequence for new advisers

Warren Kozireski, former CBI chair and general manager of WBSU 89.1 FM, will be a facilitator at College Media Advisers' New Advisers Workshop June 13-14, 2005 in Nashville at the First Amendment Center. The New Advisers Workshop is a comprehensive, two-day immersion seminar in all of the foundations of student media advising - pedagogy, legal and ethical issues, recruiting and retaining students, and more. Koz will lead broadcast breakout sessions designed to train the novice broadcast adviser in all of the essentials, including station organization, FCC fundamentals and underwriting rules.

Mike Hiestand, former staff attorney for the Student Press Law Center and co-author of Law of the Student Press, will conduct training in student media legal issues for advisers. Kelly Wolff, CMA vice president for member services and general manager of Educational Media Company at Virginia Tech, Inc.; and Laura York, CMA secretary and director of student publications at Gar-



den City Community College (Kan.) will also facilitate workshop sessions. The New Advisers Workshop has been preparing student media advisers for successful careers for more than 20 years. Registration infor-

mation is available at <http://www.collegemedia.org/blog/index.php?p=25>.









Why not make a week of it? The First Amendment Institute, a partnership of CMA and the First Amendment Center at the Freedom Forum is now in its second year. FAI is invaluable training for advisers who wish to become advocates for the First Amendment on their campuses. The Institute opens with a dinner and Freedom Sings performance on the evening of June 14th and runs through noon on June 17th. Download the registration brochure for the First Amendment Institute at <http://www.collegemedia.org/blog/index.php?p=13>

CMA has arranged for discounted rooms at the Embassy Suites at Vanderbilt University in Nashville for our workshop attendees. Get a spacious suite, complimentary cocktails every evening and complimentary, cooked-to-order breakfast every morning. For more information about CMA workshops, contact Kelly Wolff at <kawolff@vt.edu> or 540.231.4054.



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Professor Jeff Rudisill, Pasadena City College

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Learn the ABC's of Radio Broadcasting.

CBI files to negotiate webcasting fees for 2006 and beyond!

CBI filed the required documentation and fees to allow it to participate in the negotiations for the rates and terms concerning webcasting for educational webcasters. The current agreement that sets the rates and terms was originally negotiated by CBI and four other entities after CBI and other asserted great pressure in many areas to have educational stations treated separately from commercial stations and webcasters. As a result, if you are webcasting, you are able to webcast with lower fees and NO recordkeeping!

In 2004, another organization submitted a request with the U.S. Copyright Office to reduce

your legal protections and to make your station more vulnerable to lawsuits if you made even minor mistakes in filing your webcasting license fees. In addition, this organizations filing removed some regulations that protected your confidential data. Fortunately, a law supported by CBI was passed by Congress and signed into law by the President that not only voided the concessions by that other organization, but also established new laws that will start to level the playing field when it comes time to negotiate webcasting rates and terms.

That time is now. CBI has filed all documentation and fees in order to fight for appropriate

rates, recordkeeping and other terms for your station. Your membership in CBI enables us to represent your station and fund the fight! CBI urges you to join or maintain your membership in the organization that stands up for you, not the one that erodes your confidentiality, legal protections and established rights! If you have questions, don't just read the websites, ask for proof! CBI has the proof that it will fight for stations like yours. Four of the five organizations that participated in the negotiations didn't agree with the one that caved in to the demands of the RIAA! Join CBI today and stand up for your rights!

STATION PROFILE

KSDB

Kansas State University, Manhattan, Kansas

KSDB was licensed to broadcast by the Federal Communications Commission in 1949.

Over the past 55 years, Kansas State University's student radio station has had many faces and names, but its mission has remained the same— education and service. Countless youth have passed through KSDB's doors all with different expectations and dreams. Some sought celebrity and most found camaraderie. Almost all left with fond memories.

From a humble beginning as an engineering experiment, KSDB has reinvented itself repeatedly. From 10 watts to 1400, Nicholls Gymnasium to McCain Auditorium, KSDB has survived technical and emotional challenges.

KSDB was the second low-wattage, educational FM in Kansas. KSDB broadcasts 1400 watts—allowing the station a 30-mile broadcast radius around Manhattan, Kansas.

Candy Walton, KSDB's adviser, is a faculty member of the School of Journalism. The student chief executive is called the program director. This position is responsible for hiring the executive staff



Candace Wilson, adviser, Andrew Latham, program director

at KSDB and creating the programming schedule for KSDB. This student is also responsible for representing the station to the campus and community. KSDB is on its ninth student program director, Andrew Latham.

KSDB, also known as the Wildcat 91.9, has an executive staff of 9 students who are paid a token wage for their time and a volunteer staff of over 125 students. Any K-State student can volunteer at the station. For more about KSDB, please visit <http://wildcatradio.ksu.edu>.

Editor's Note: This is the first, we hope, in a series of station profiles. If you would like to see your station profile in the newsletter, please contact CBI at 877-ASK-CB11.

FCC Freezes Translators to Consider LPFM Priority Status

In the Second Order on Reconsideration and Further Notice of Proposed Rulemaking (see the full text at http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-05-75A1.pdf), the FCC is looking at a number of issues concerning LPFM stations. The issues include, the ability to transfer ownership, a number of technical rules (including the construction period, technical amendments, interference protection, and protection from full service FM stations), time-sharing, and a freeze on FM translator new station construction permits for which short-form applications were filed in the 2003.

While not directly related to this action by the FCC, CBI requested this action by the FCC in the localism NOI. While some of this is gibberish to some of our readers, the bottom line is that CBI is not only informing you of the issues, but taking a stance on your behalf as well. If you would like to learn more about this topic, please contact CBI at 877-ASK-CB11 or 713-348-2935.

Communicate with CBI

CBI has just activated a toll-free phone number for the use of its members. The number 1-877-ASK-CB11 (877-275-2241) is a new service that allows stations to call the CBI chair at no charge to the member and future members.



April 29 - May 1, 2005

COLLEGIATE BROADCASTERS, INC.

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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 _____

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AL, CT, GA, ME, MA, NH, RI, VT	On or about 12/1/2005

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

License renewal can be daunting

Station license renewal can seem like a complicated task... but it doesn't have to be.

It is really pretty easy, but if you have not been through it and want some help, just call 877-ASK-CBI1!

(TV stations are on a different schedule; contact CBI if you need assistance.)

By April 10...

Place an Issues/Programs List for the January 1-March 31, 2005 quarter in your public inspection file. **ALL Licensed Stations MUST FILE by April 10!**

Make sure that you place your Issues/Programs quarterly list for the January 1 - March 31 in your Public File by April 10! Don't know what this is? Call 877-ASK-CBI1 for more information.

And, this requirement isn't suspended during the summer. Your April 1 - June 30 list must be in your Public File by July 10, 2005.

Radio License Renewal Time!

State(s)	FCC Mails Forms on or about:	Pre-Filing On-Air notice on 1st & 16th of each moth until filing starting on :	Application Filing Deadline	Post-Filing On-air notice on 1st & 16th of each month after filing through:
TX	-----	-----	-----	Jun 16, 2005
AZ, ID, NM, NV, UT, WY	-----	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.

Is Your Membership Current? If Not, Please Renew Today!

Unsure About Your Status? Call 877-ASK-CBI1 (877-275-2241) Today!

Use form on Page 11 or Download the application/renewal at <http://www.collegebroadcasters.org/ap.pdf>



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