



**IBS**  
INTERCOLLEGIATE  
BROADCASTING  
SYSTEM

YOUR EXPERIENCED RESOURCE

# RADIO NEWSLETTER

Vol. 11, No. 4 - Feb/March 2005  
News & Resources for  
Station Operations & Development

**Last chance for Advance Registration & Hotel Reservations  
65th Annual IBS National Convo set for March 11-12-13, 2005  
First Member Station Delegate Admitted Free!**

It's coming down to the wire... your last chance to advance register (and get a discounted rate) and to reserve your hotel room before the hotel sells out completely! We've recently added a number of additional speakers to our program, including:



Janeane Garofalo

Sam Seder

Co-Hosts of Air America's "The Majority Report", Janeane Garofalo and Sam Seder will be joining the great list of IBS convention speakers.

Actress/Comedienne/Activist Janeane Garofalo has been consistently working in film and television since she got her start in 1992. This winter she completed the film Stay, with Ewan McGregor and Naomi Watts, and can be seen in the recently released Wonderland, with Val Kilmer.

Janeane continues to perform spoken word and stand-up comedy around the country. She is currently working on a book for Simon and Schuster, titled "For Those About to Salute, We Will Rock You" which will be a collection of humorous, politically themed essays. A lightning rod for controversy, Janeane's well informed opinions and honesty have inspired laughs, as well as striking a chord with the left, right and everything in between.

Janeane is probably most known for her memorable and critically acclaimed roles in "The Truth About Cats and Dogs", "Steal This Movie", as well as for "The Cable Guy", directed by her friend Ben Stiller. Ben and Janeane also co-authored the best seller "Feel This Book". Janeane was also a cast member of the Emmy Award-winning Ben Stiller Show.

Janeane played the role of Paula, the acerbic talent booker, on The Larry Sander's Show, for which she received an Emmy nomination in 1997 and two Cable Ace nominations. During the fall of '94 she joined the cast of Saturday Night Live. Some of Janeane's other television work includes two specials for HBO and the series finale of Mad About You.

Sam Seder is a writer, director and actor, living in New York City. Seder's writer/director credits include the feature length comedies, Who's The Caboose? and A Bad Situationist and the television shows, Beat Cops and Pilot Season, currently running on the Trio Network. Besides writing pilots for CBS, NBC and Universal Studios, Seder also directed Comedy Central's, I'm With Busey.

Raised in Worcester, Massachusetts, Seder's interest in politics first manifested itself in a position serving the Worcester Charter Commission. He later interned in Washington for Congressman Brian Donnelly.

Later, Seder interned for the Energy Commission in the Connecticut State Assembly, where his decision to earn a living as a comedian was edified.

See Speakers List on Page 2

## **Clear Channel Donates \$25,000 to IBS member KBEM**

In Minneapolis/St. Paul, a fiscal crisis has created some strange broadcast bedfellows. Financially ailing IBS member and convention attendee KBEM (Jazz 88) will get major support from one of the world's largest radio conglomerates. Clear Channel, owner of Jazz 88's closest local competition, "Smooth Jazz" KJZI (100.3 FM), has reportedly delivered a \$25,000 check to KBEM, executives at both stations told the Star Tribune.

That a corporation often tarnished with an engulf-and-devour reputation when it comes to radio stations would reach out to a tiny competitor is hardly the norm. Clear Channel will also broadcast messages on several of its Twin Cities stations asking listeners to support KBEM. It also plans to help with the station's winter jazz festival and future pledge drives. At KBEM, "we're ecstatic," marketing director Kevin Barnes said. "It was such a surprise." A Clear Channel spokesman said its attraction to the station had a lot to do with its educational component. In addition to its jazz programming, KBEM also serves as a training ground for 150 students who go through North's broadcast communications program each year. A Clear Channel spokesman said its attraction to the station had a lot to do with its educational component. In addition to *continued on Page 4*

## **Florida DJ Runs Short of Record at IBS Member**

A college disc jockey who thought he set a world record for the longest continuous radio broadcast has discovered that he fell 10 hours short. Dave Plotkin has been informed by officials at Guinness world records that his 110-hour, three-minute broadcast on Rollins College's IBS member WPRK-FM two weeks ago wasn't good enough for the all-time longest. He thought his grueling marathon was long enough until he found out otherwise.

"When I told people, there was sort of a gasp," Plotkin said. "But here's the thing - it doesn't matter. Yeah, I'll still have the U.S. record, but the important thing is we've raised \$17,000 for the station - and people are still donating."

**Is Your Internet Webstream Legal?  
Have you "Opted-In" and Paid your Fees? See Page 4**

## 65th Annual IBS National Conference

Friday-Saturday-Sunday, March 11-12-13th, 2005 • Hotel Pennsylvania, New York City

continues from Page 1

Among the speakers who'll be there to help you are:

### Commercial On-Air Personalities:

Janeane Garofalo - The Majority Report  
Sam Seder - The Majority Report  
Wendy Williams (WBLS-FM NYC)  
Bob Buchmann (WAXQ 104.3FM NYC)  
Paul "Cubby" Bryant (WHTZ NYC)  
The Cope (WAXQ 104.3FM)  
Lisa Ritchie (Shadow Traffic)  
Sal Gigante (WBAB-FM Cox Radio)  
Shawn Novatt (WBLI)  
Jessica Mills (WBLI-FM Cox Radio)

### Program Hosts & Producers (noncommercial):

Mark Laiosa (WBAI-FM NYC)  
Lister Hewan-Lowe (WBAI-FM)  
The staff of Democracy Now!  
AIR (Independent radio producers)

### Authors (Books and Texts), Educators and Broadcasting Experts:

Dr. Michael Keith, Ph.D.  
(Broadcast educator and author)  
Dr. Bob Hilliard, Ph.D.  
(Broadcast educator and author)

### Radio Theatre:

Sue Zizza (SueMedia)  
Irwin Gonshak/Emon Hassan (WNYE-FM)

### Broadcasting News and Journalism

Staff of Radio-TV News Director Assoc  
scholarship programs  
Carl Corry (Society of Professional Journalists)  
Michael Delgiudice (News 12 TV)

### Bands and Artists:

Butch Trucks (Allman Brothers Band)  
Roger Earl (Foghat)  
Craig MacGregor (Foghat)  
Carole Stevens (Blackmore's Night)  
Eric Peltier (The Music Syndicate)  
Scott Kuchler (MusicLand)  
Vicki Bell (Hipbone Records)  
Larry Kirwan (Black 47)  
Lady T. (artist)  
Sam Taylor (artist)  
Gina Cutillo (artist)  
Ashley Davis (artist)  
Alexis P. Suter (artist)  
Rick Eberle (artist)  
Michael Falzaran of Hot Tuna (artist)  
John Ford of the Strawbs (artist)  
Prof. Louie (artist)  
Jim Weider of The Band (artist)  
Cliff Hillis (artist)  
Jack Licitra (artist)  
Kerry Kearney (artist)  
Lex Gray (artist)  
Toby Walker (artist)  
Tom Goodkind (artist)

### Music Industry, Promotions and Copyright:

John Simson (Sound Exchange)  
Jonathan Potter (Executive Director - Digital Media Association)



Darlene Rosado, (BMI)  
Erik Steinbach (VP Records)  
Stevie B (Mia Mind Music)  
David Kusek (Music Business Author)  
Jim Faith (Concert Promoter)  
Ned Steele (Media Impact PR)  
John Rosenfelder (Earbender Promotions)  
Mike Kornfeld (Kornfeld DeLuca Byrnes PR)  
Anne Leighton (Leighton Media)  
Mike Ferrari (Aural Fix Communique)

### Satellite Radio:



John von Soosten (XM Satellite Radio)  
Ed Schwartz (XM Satellite Radio)  
Jeremy Coleman (Sirius Satellite Radio)

### Streaming Radio and Bandwidth Providers:



Rags Gupta (Live365)



### FCC Staff, Attorneys and Engineers:

Allen Myers (31 years of IBS Conference participation)  
Eleanor Lackman (attorney)  
Mark Graham (attorney)  
Rob Bertrand (Greater Media NJ)

### Studio, audio and automation experts:

Shawn Novatt (Long Island Radio Group)  
Tom Zarecki (RCS)  
Frank Burgert (Viacom)

### Advertising and Underwriting Experts:

Roy Zeidman (Watchdog Advertising)  
Doug Eichten (DEI Worksite-Development Exchange)



### IBS Board of Directors

John Murphy - Chair  
Norman Prusslin - President  
Fritz Kass, Treasurer  
Chuck Platt, Secretary  
Tom Gibson, VP, Engineering  
Jeff Tellis, VP Info Services  
Diana Beedy  
Vince Giffin  
Len Mailloux  
Kevin Peterson  
Greg Sutton

### IBS Office Operations

367 Windsor Hwy • New Windsor, NY  
Phone: 845-565-0003  
Fax: 845-565-7446

### via email:

[ibs@ibsradio.org](mailto:ibs@ibsradio.org)

### on the web:

<http://www.ibsradio.org/>

© Contents copyright 2005 by the  
Intercollegiate Broadcasting System, Inc.

### Museums of Radio and TV:

Monique Fortune (Museum of Radio & TV)  
Rich L'Hommedieu (LI Music Hall of Fame)

### Student Television and College Radio

Joe Viglione (Broadcast Professional, Artist)

### LPFM

Pete Tridish, founder of The Prometheus Radio Project

### Speakers from the IBS Board & Staff

The IBS Board and Staff will be active participants in the convention, with many serving as speaker/panelists and all available to answer your questions.

Collectively, this group has over 1,000 years of radio broadcast, programming, operations, news, management and technical experience.

They are the kind of resource you won't find anywhere else. Chances are, if you have a question, we can answer it on the spot or identify another Board member who can.

The names of those on our Board are listed above. But, the group will be easily identified by their badges, so be sure to take advantage of them and ask those questions that may have come to mind during the convention.

**65th Annual IBS National Conference**  
 Friday-Saturday-Sunday, March 11-12-13th, 2005 • Hotel Pennsylvania, New York City  
 Scheduled Sessions

When we say the weekend has something for everyone, we mean it. Here is just a sampling of the session topics:

**Information Providers:**

The Demise of the Local Newsroom Radio -  
 The Biggest Classroom in the World Student Television And  
 Your College Radio Station  
 Politics, Music and Radio  
 Production and Imaging: Broadcast Technique  
 Using the Media To Promote Your Art  
 Music Licensing, Copyrights and Internet Broadcasting  
 FCC Q&A  
 Carrier Current, Cable FM And  
 Other Alternatives To Licensed FM  
 Morning Show Production/Preparation  
 A Career in Radio-Hot Tips And Tricks  
 An Audience With Marc "The Cope"  
 Coppola of WAXQ Q104.3FM NYC  
 Station Relations With Your  
 Campus and Community  
 An Audience With CMJ staff  
 Public Affairs/Information Programming  
 Station Training Programs  
 Documenting Radio's Past, Present & Future  
 Monique Fortune, Museum of TV & Radio  
 Satellite Radio  
 Announcer Forum  
 Urban/R&B Music Programming  
 Equipment Purchasing Decisions  
 Radio and Record Company Relations  
 Publicity, Marketing and Promotion  
 Building Your News & Information Image  
 The Role of Faculty Advisors  
 Reggae Music Programming  
 A conversation with artists to look for in 2005!  
 Community Radio In 2005  
 Broadcast Writing  
 Classic Rock Music Programming  
 The Future of Music & the Music Industry  
 An Audience With..TBA  
 Salsa/Latin Music Programming  
 High School Radio Workshop  
 How To Do A Broadcast Remote  
 An Audience with the staff of "Democracy Now"  
 Hooking Up! Getting Together By Interest Area

Station Managers  
 Program Directors  
 News And Public Affairs Staff  
 Engineers  
 Faculty Advisors

IBS Regional Conference Planning  
 Streaming and Web Design Workshop/Q&A  
 FCC Q&A

Community College Station Workshop  
 High School Radio Workshop  
 The Art of Radio  
 Classical Music programming  
 Special Events and Programs  
 Station CD Compilations, Festivals, Music Hall of Fames)  
 Independent Labels... and Your Station  
 Maintaining & Developing Your Station  
 Triple A (Adult Alternative/Americana)  
 Music Programming  
 An Audience With Janeane Garofolo and Sam Seder of the "Majority Report"/ Air America Radio  
 World Music Programming  
 Engineering For Non-Engineers  
 Blues Music Programming  
 The Local Music Scene & College Radio  
 Careers in Broadcasting and Media  
 LPFM - what are the possibilities?  
 Computers/Web Sites/Etc!  
 Commercials And Advertising  
 An Audience With...Butch Trucks of the Allman Brothers Band  
 FCC Issues-trends-past, present & future  
 Academic Planning for Media Career Choices  
 Fundraising/Underwriting/Radiothons  
 College Station Program Directors  
 Working With Other Student Media  
 Organizations on your Campus  
 Station Budgets and Finances  
 The Future of Radio  
 Improve Your Speech Workshop (pre-registration required)  
 Hard Rock/Loud Rock Music Programming  
 Hip-Hop/Rap Music Programming  
 Jazz Music Programming  
 Independent Producers Forum  
 Public Radio Leadership Forum-Discussion  
 College Station Music Directors  
 Station Organizational Structure, Effective Management And Leadership  
 Sports Broadcast Programming  
 Producers/Announcers  
 Making The Magic- A Creativity Workshop  
 Convention Review and Wrap-Up!

Wow! We said there'd be something for everyone...and there is.. This will give you some idea of the diversity of topics to expect.

For a registration form, just go to our web site at [www.ibsradio.org](http://www.ibsradio.org) and you'll find a link to a registration form you can print out and send in with your payment check. As the program develops, we'll post the latest on our web site, so check back to get the updates.

The best time to get those registrations in to us, and make your hotel reservations is NOW, while there's still time and rooms available. Things are filling-up quickly, so don't wait until it's too late. (You can always change names later if someone can't make it and someone else takes their place).

IBS member stations advance registration:

	<u>Each</u>	<u>Total</u>
1st Delegate:	FREE	FREE
2nd Delegate:	\$80	\$80
3rd Delegate:	\$80	\$160
4th Delegate:	\$80	\$240
5th Delegate:	\$80	\$320
6th Delegate:	\$80	\$400
7th Delegate:	\$80	\$480 (max)
8th Delegate and up:	FREE	(included in the \$480 maximum)



**Hotel Room Reservations**

You'll have to book your own room reservations, but we've got a special \$119 single/double rate/night with the hotel. To get this rate you MUST mention that you're with the IBS National Convention. Call them toll-free at: 1-800-223-8585

You'll need to reserve a room for Friday & Saturday nights, but if you want to take advantage of some of the early activities on Friday, reserve for Thursday night as well. That will also give you some more time to see New York City.

You'll be right in midtown, where much of the action is, and also just a short cab ride from Greenwich Village, SoHo and other major attractions. Madison Square Garden is right across the street.

The benefits of being there can mean a lot for you and your station. You'll get more practical help and information in a single weekend in one place than anywhere else.

We've made it affordable, accessible and designed for student-staffed stations like yours. Don't miss it!

## Kutztown Univ is Back on the Air

Michael Regensburger is a self-proclaimed "radio geek." "I've always had a love for radio," said the 1999 KU graduate, a Telecommunications (which has since changed to Electronic Media) major. After earning his degree, Regensburger worked at several local stations before landing his current position, as campus radio manager for Kutztown University Radio (KUR, 88.3 FM), which recently went live again.

With two low energy transmitters, KUR is currently broadcast across campus, simulcast on KUTV (channel 24 on Service Electric).

There are plans to run live webcasting from the KU website, which he hopes will materialize by fall 2005.

The original KU radio station, WRKU, started in the 1960s and was broadcast on AM radio from the basement of Rothermel Hall, until it folded in 2000. "There were a lot of problems," said Regensburger. "The equipment was bad, and the students got into trouble on the air with the FCC."

After he was hired last January, he launched an aggressive campaign to attract new members with the help of the KU Radio Club

With the slogan "We have a radio station?" printed and distributed on KUR T-shirts, the small group flourished into the current 40-member team of active student members.

After hiring a crew to renovate the new KUR studio, and purchasing \$50,000 worth of equipment, which came half from student government and half from Kutztown University Student Services, Inc., KUR was ready to go on-air.

"I believe in running a tight ship," said Regensburger. "No profanity. No making a fool out of yourself on air. We're going to run it like a licensed FM station." The student staff, who are all volunteers, includes a news director, junior Electronic Media major, and numerous DJs. For the first month's broadcasting, KUR will be on-air everyday from 10 a.m. until 8 p.m.

"The station runs itself overnight with pre-recorded commentary, commercials and a database of songs," said Regensburger, who hopes that live disc-jockeys will be on hand 24 hours a day by the fall of 2005.

"We're still learning, "but we'll get it."



Concentrated attention shows on the faces at an informal break during a recent IBS National Convention. This year's event takes place March 11-13, 2005 in New York City

**Clear Channel continued from Page 1** its jazz programming, KBEM also serves as a training ground for 150 students who go through North's broadcast communications program each year. The station provides hourly news updates from area schools, a program that uses more than 400 public school students throughout the district each year -- one of the only programs of its kind in the country. "For the first time, it's an opportunity to give back to our industry, as well as the community itself," Seeman said. Clear Channel's seven Twin Cities stations helped more than 100 local charities raise about \$10 million in 2004, he said. "I know our help seems ironic," said Clear Channel's MacLeash. "We've gotten this big evil empire reputation, but our stations are all locally controlled. We decide what we're going to do. And [helping KBEM] is what we want to do."

### Seattle High School Station Best in New York City

We were doing some research online and discovered this short piece in the *Village Voice* from 2003 which said their survey indicated a Seattle high school radio station was best high school station in NYC. So what if C89.5 (an IBS member) is staffed by students at Seattle's Nathan Hale High School? A station that broadcasts hi-NRG disco all day, punctuated by the occasional goth specialty show, is automatically the best in New York, especially if it webcasts. Set your browser to [c895fm.com](http://c895fm.com), crank up the tinny speakers, and send them a few bucks; they're nonprofit.

### Is Your Webcasting Stream Legal?

IBS and RIAA entered in to an agreement which saved your streams and your right to stream. The agreement provides for a simple two-step process:

- You must opt-in (join) the IBS-RIAA/SoundExchange agreement. IBS will supply you with the customized IBS-SoundExchange OPT-IN form.
- You must pay a flat copyright royalty fee to SoundExchange. IBS will provide you with a customized SoundExchange invoice for processing by your business office.

You have NO reporting/recordkeeping requirements. They are waived by the agreement and payment in lieu of paperwork.

SoundExchange (SX) is the official collection entity for RIAA Members and other copyright holders. The 2004 rates are \$25 in lieu of reporting, plus \$250 royalties for campuses with 10,000 and under students. For larger campuses of more than 10,000 students the 2005 annual rate is \$500 plus the \$25.

John Simson, Executive Director of SoundExchange, will be at the IBS Conference. Make sure you OPT-IN and pay your copyright royalties and meet SoundExchange at IBS!

If you have questions email or call IBS.

### Upcoming Coast-to-Coast Events...

IBS National Convention - 3/11-13/05

IBS One-Day Southern Conference New Orleans - 10/29/05

IBS One-Day Midwest Conference Chicago - 10/29/05

IBS One-Day East Coast Conference Boston - 11/5/05

IBS One-Day West Coast Conference LA Area - 11/12/05

