

8:15 AM – 9:00 AM Registration and breakfast spread

Location TBD

MORNING SESSIONS 9:00 AM – 9:50 AM

Location 754 S. Wabash

Session I **What It Takes to Land a Gig at a Newspaper, Online Site, Radio or TV**

Station

Room TBD

Moderator

Panel

The goal of becoming employable in these fields is possible in many different ways. Scoring internships, finding a mentor, getting involved with your school's newspaper, radio or TV station, or volunteering at a community-run station, can all lead to employment. Join us as talents from journalism, radio and television discuss the preparation that goes into getting hired, as well as being open-minded and flexible in these competitive fields.

Session II **How to Begin and Successfully Market a Podcast**

Room TBD

Moderator

Panel

Starting a podcast in today's world does not need to be a daunting task. Take it from these professionals who will detail how it all began for them, dole out advice, and take questions to get you on the right path of podcast success!

Session III **Programming a Successful High School and College Station**

Room TBD

Panel **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.

Session IV **Career Pathways in Social Media**

Room TBD

Panel

Though students use social media on a daily basis, many might be unaware of the job prospects the social media field offers. Whether creating or updating content, or overseeing multiple projects through strategy, social media positions can be found at all levels of this exciting industry.

MID-MORNING SESSIONS 10:00 AM – 10:50 AM

Session I **Voiceover Techniques Workshop**

Room TBD

Presenter **Deb Doetzer**, Voiceover Talent, Stewart Talent, Chicago, IL

Navigate the wonderful and creative world of voiceovers! This hands-on workshop will dive into the craft of voiceovers. Script reading, voice inflection and dialects will be discussed, and expect to use your acting skills!

Session II **How to Cover and Publicize Sports and Entertainment Stories**

Room TBD

Moderator

Panel

Covering sports or news stories as either an anchor, host, producer, reporter, or PR professional is more than just a job. It's a passion to get to the bottom of the story and know that the devil is in the details. Learn how these multifaceted professionals dig deeper to tell the stories that keep audiences coming back for more.

Session III **FCC Updates You Need to Know**

Room 707

Panel **Allen Myers**, IBS Board, Vice President for FCC Licensing and Regulatory Matters

Allen Myers, IBS Vice President for FCC Licensing and Regulatory Matters, gives an in-depth presentation on all the changes that have occurred during the past year that effect the broadcasting industry. Additionally, broadcast stations in Illinois will have to file their license renewal applications by August 3, 2020.

Session IV **Not So Secret Career Paths for Creative Thinkers & Doers: Advertising and Public Relations**

Room TBD

Moderator

Panel

Looking for a career outlet that can satisfy your inner creative? Look no further than these two career paths that allow students to utilize problem-solving, management, and marketing skills. We have assembled a panel of professionals who will give insight into these fascinating fields.

LATE MORNING SESSIONS 11:00 AM – 11:50 AM

Session I **Radio, TV, and Journalism Advisors Forum**

Room TBD

Moderator **Chris Thomas**, GM, WLTN, 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 and managing and cultivating a student work staff, and an overview of new technology.

Session II **The Social Media Brand Kit: How To's, What-Not-to-Do's, and Everything in Between**

Room TBD

Moderator **Shanita Baraka Akintonde**, Assoc. Professor, Communication Department

Panel

In this panel, students will have an opportunity to learn why social media is not only imperative to their career, but simple ways to not make common mistakes that could come back to affect a career.

Session III **Event Marketing Workshop: The Only Channel More Powerful Than Instagram**

Room TBD

Presented by: **Melinda Joseph**, Faculty, Communication Department

Have you ever been to a concert? Festival? Community event? Chances are you've experienced event marketing without even realizing it. In today's world, we crave authentic experiences, interactions and relationships. Experiential communication is one of the hottest branded communication growth areas that both engage audiences and strategically showcase brands' goals and values. There are countless aspects involved in event marketing such as; social media, photography, videography, decor, promotions, event management, etc. Join this workshop for a fun thought-provoking interactive discussion of how brands are currently building a sense of community in meaningful ways and how they should be and why.

Session IV **Creating Powerful and Riveting Audio Stories**

Room TBD

Panel

Podcasts like "Serial" have helped to shine a direct light on the brilliance of audio documentaries that make the audience feel like they are a part of it by allowing them to form their own hypotheses. In an era where content is king, we will explore the different ways to create an audio documentary that will not only grab your listener's but also will incorporate your journalism skills.

11:55 AM – 12:10 PM

Welcome

Communication Department Faculty welcome

Chris Thomas, President, Intercollegiate Broadcasting System

Terri Hemmert High School Student Radio/Audio Awards

Keynote

12:15-1:15 PM-

Keynote: Jim DeRogatis, Music Critic, Author, Journalist, On-Air Host, *Sound Opinions*, Chicago Public Media

Interviewer: Justin Kaufmann, On-Air Host, WGN, 720 AM, Chicago, IL

Jim DeRogatis is an associate professor of instruction in the Department of English and Creative Writing, teaching Reviewing the Arts, Cultural Criticism and the Arts, Journalism as Literature, and Music & Media in Chicago. Born in Jersey City, New Jersey, together with Greg Kot, the rock critic at The Chicago Tribune, he co-hosts *Sound Opinions*, heard weekly on 125 public radio stations nationwide as well as via podcast at soundopinions.org. DeRogatis spent 15 years as the pop music critic at *The Chicago Sun-Times*, and he continues to write music journalism and criticism for *The New Yorker* and other outlets. He also has written 11 books, including *Let It Blurt: The Life and Times of Lester Bangs, America's Greatest Rock Critic*, and his latest, *Soulless: The Case Against R. Kelly*, published by Abrams to considerable acclaim in June 2019. He is a graduate of New York University, and you can visit him on the Web at jimdero.com.