

IBS BOSTON 2018 SCHEDULE

9:00 A.M. TO 9:45 A.M. – REGISTRATION

Meet us early for coffee and snacks.

10 A.M. – 10:50 A.M.: SESSION I

WRITING WORKSHOP

Marc Filippino from WGBH and PRI leads a writing-for-radio workshop.

TECH TRENDS

George Capalbo of Backbone gives you the inside scoop on the latest technology your station should be using.

PROGRAMMING

Bob Goodell, Regional Vice President of Cumulus Radio Station Group, discusses how to make the most of your station's schedule.

11 A.M. – 11:50 A.M.: SESSION II

COPYRIGHTS AND THE FUTURE OF MUSIC

With E. Michael Harrington's years of experience in copyright law, you won't want to miss this panel. He'll discuss the future of music, the issues of music copyright in podcasts, and more!

THE JOB SEARCH

Join Bob Goodell, Chris Villani and Matt Fitzgerald for insight on the industry, tips on networking, and how to nail that job interview.

FCC: WHAT THE F%#\$? (L-008)

The dynamic duo is back. Allen Myers, IBS executive vice president for FCC licensing, and Ed Perry, founder and owner of WATD-FM, discuss what you can(not) say on the air waves. Those

with a faint heart should stay away from this panel of experts.

DEMO CRITIQUES

Please have your demo available online. We'll provide the computers for you to pull it up.

12 P.M. – 12:45 P.M.: LUNCH

Please join us for a light lunch.

1 P.M. – 1:50 P.M.: KEYNOTE

To be announced.

2 P.M. – 2:50 P.M.: SESSION III

WOMEN IN THE MEDIA

According to the Women's Media Center's 2017 Report, 37.7 percent of news reports were produced by women and women make up about 44 percent of staff in TV and radio. So what's it like to be in the industry that's still dominated by men?

THE BACKBONE OF YOUR STATION

Join the founders of Backbone, to see how you can maintain and execute a successful radio station.

SOCIAL MEDIA

Join our panelists for a conversation about social media, how to create a brand, make the most of trends and national conversations, and how to analyze your reach.

FCC: LICENSE RENEWAL

It may be months away, but it's never too early to start thinking about it. Join Allen Myers and Ed Perry for what the renewal process looks like, and how you should approach the paperwork.

3 P.M. – 3:50 P.M.: SESSION IV

DIVERSITY AND INCLUSION

It's the buzz words we've all heard, but how do we act on them? How do we, the media, make sure we are respecting diverse ideas and people when it seems the national conversations have made us more divided than ever?

INTERNET RADIO AND ACCESS TELEVISION (L-008)

Media convergence with a twist — Public Access Television is adding radio stations, so what does that mean for music? Let the experts fill you in.

SPORTS RADIO

Chris Villani of WEEI and ESPN Radio is here to help you get in to the sports broadcasting realm.

DEMO CRITIQUES

Please have your demo available online. We'll provide the computers for you to pull it up.

4 P.M. – 4:50 P.M.: SESSION V

PODCASTS

As the audience for podcasts continues to grow, how do you create a successful podcast? Our panelists give you some insight.

FCC: Q&A (L-305)

Missed Allen and Ed's previous discussions? Ask them anything you want!

PUBLIC ACCESS AND COLLEGE TV WORKING WITH LOCAL RADIO

How to work with those in your community to create the best content ever.

DEMO CRITIQUES

Please have your demo available online. We'll provide the computers for you to pull it up.

FACULTY ADVISORS

Missed a session? Ask your colleagues what they learned from it. Need some advice or creative solutions? Consult with those who have gone through, or are going through, the exact same things.

STUDENTS MANAGERS AND ON-AIR HOSTS

New to radio? Want to collaborate on some projects? Need to talk through ideas for programs and projects? Hash it out with your peers.