



**College Broadcasters, Inc.
National Student Media Convention
Oct. 23-26, 2024 | Seattle**

**Trip Summary By
WKNC 88.1 FM HD-1/HD-2**

Conventioning 101

Anabella Poland, General Manager, WMSC-FM, and CBI President, Montclair State University and Clara Ketchell, Station Manager, KJHK, University of Kansas

This session provided essential insights into how to navigate conventions, particularly for first-timers at a College Broadcasters conference. They emphasized the importance of preparation and organization, offering practical tips on creating a schedule through the CBI app and a checklist to ensure a smooth experience. Clara offered insights from her past experiences at conferences, emphasizing the importance of attending sessions that genuinely interest you, rather than simply following your group. She encouraged participants to prioritize their personal interests and goals, as this leads to a more enriching and fulfilling experience. By seeking out sessions that resonate with individual passions, attendees can maximize their learning and networking opportunities, ultimately making the most of their convention experience. - Emilia Rivadeneira

NSMC Seattle Attendees

Mason Baker

Promotions Director

Jamie Lynn Gilbert

Student Media
Associate Director

Sarah Hernando

Daytime Music Director

‡ Rose Kelley

General Manager

Emilia Rivadeneira

Public Affairs Director

Willow Sessions

Program Director

‡ NC State University
Undergraduate Research
Travel Grant recipient

Podcast Kickstart

Jeremy Whiting, General Manager, Impact 89FM | WDBM-FM, Michigan State University and Rachel Fulton, Impact 89FM | WDBM-FM, Michigan State University

Our podcasts at WKNC are already quite well made. We have a variety of more carefully researched and edited podcasts, as well as more casual roundtable podcasts that both have significant audiences. One form of podcast that would be helpful to emphasize is a more mobile podcast. While it would involve an investment in quality equipment such as lav mics, Zoom recorders, and more, other stations that use this format have seen great success. Some of the equipment could even be produced for free, such as 3D-printed microphone sticks and branded flags. Interviews especially would greatly benefit from the ability to be conducted at local concert venues, for example. As for some other things to consider, I think we could more to promote our podcasts. For example, we could create highlight clips of some especially informational or entertaining parts of each podcast, depending on what individual creators want to highlight. I could also record on-air promos for our active podcasts, in order to drive some of our listener base to them. We could even create merch specifically centering on individual podcasts, or WKNC podcasts as a whole if we have the budget for it. - Willow Sessions

Podcasts can be pre-existing talk-based broadcast programs or created specifically for an online audience. MP3 is the standard file for podcasts. Have a dedicated podcast studio with all your equipment set up and make sure your space is reservable. Have portable kits with a Zoom H4N recorder and microphones. We can also consider some USB microphones that can be checked out via our equipment reservation system. The Shure MV7 Plus is a great USB microphone. Blue Yeti microphones are a good, cheaper alternative but may need a pop filter. DJI Mic 2s are good portable clip mics. You can also 3D print a mic stick and flag. If the podcast is an audio drama, consider releasing it in several parts. The podcast production process is recording, then editing and posting. Be sure to share your podcast links on your website as well. WDBM has podcast hosts and producers as separate roles, but I don't think that would work at WKNC because coordinating communication and workflow would take too much time. WDBM also videorecords their podcasts. PTZOptics Studio Pro Fixed Lens Camera is a good camera option. The cameras are set as inputs in OBS and are switched live by a producer (not the host). You could also use Zencast and Descript for editing. Post everywhere for every episode, tagging individuals involved with the podcasts. Include the location in the audio/video clip. Have on-air promos and mentions. Share clips from podcasts, either audio or video, on social media. - Jamie Lynn Gilbert

The Ins and Outs of Managing a Content Team

Rose Kelley, General Manager, WKNC 88.1, North Carolina State University and Clara Ketchell, Station Manager, KJHK, University of Kansas

Managing a large content team can be overwhelming, but utilizing guides, and means of tracking when content is produced is essential. Guides need to exist so you know how to do your job, how content creators do their jobs, and anything missing you should add to your guides. Setting clear expectations and deadlines is essential for a smoothly operating content department, and enforcing both is key to success. Being both centralized and flexible is also important, centralization keeps the flow of material smoothly running, and flexibility is important for the human side of the content team. Keeping track of who actually does their job is also essential, as understanding how the team is handling their responsibilities can give you a better grasp of the outlook of the department. Some key things to avoid as a content manager are allowing glaring errors in either content or quality to slip past you, publishing objectionable material that harms the station's image, or doing content creators' jobs for them. Giving yourself grace and recognizing you are a student is also incredibly important, and you need to treat yourself with the same kindness and respect you show your content team. - Rose Kelley

This session's speakers were Rose Kelley from North Carolina State University and Clara Ketchell from the University of Kansas, both of whom are former content managers. They discussed how to manage an effective content team through tracking submissions, setting deadlines, and being flexible with content creators. They suggested setting up spreadsheets and forms for tracking content submissions and deadlines, and in terms of those deadlines, keeping them consistent and firm, but having some leeway with creators if need be. The most important message from this session was that communicating with your content team is key to making sure everyone is on the same page. While I do not currently manage a content team, nor do I plan on doing that, I still learned some key lessons from this session. Those lessons are that first the content you put out represents the station, so it must align with your message. This is important not just for videos and podcasts but also just for all station happenings, from social media posts to events to interviews, we must always uphold our image. Another lesson I learned is that I should not do other people's jobs for them. This applies to all leadership positions as well, because if I tried to do everyone's jobs for them, I would be overwhelmed and nobody else would have anything to do. So, in the future if I take on a leadership position I will remember to delegate tasks. - Sarah Hernando

KJHK has audio, video, web and sports teams as part of their content department. The program director oversees on-air content. The content director oversees off-air content. Deadlines and check-ins help ensure content that is created is actually published. Mid-project deadlines can help show progress. Ensure you have clear rules regarding the type of content (i.e. profanity and TRASH content). Use a project tracker to keep track of deadlines (color coding can help). Be flexible when working with your team, but establish clear lines of communication. Having a submission form can ensure the content manager has all the information they need to publish the content. Remember that you are not a rubber stamp when approving all content. You can decide if content should not be published. Whatever is submitted must meet the station's standards. If someone makes a mistake you need to decide whether to just fix it for them or ask them to fix it themselves. Typically if it is a one-off mistake it's fine, but otherwise, you will find yourself fixing the same problem with each submission and their job is now your responsibility. KJHK has weekly content meetings where they can create content as well as talk about it. Can we design a more robust content tracker to send

emails for missed deadlines? Event coverage guidelines should be one week for blogs, two weeks for interviews and four weeks for videos. Failure to submit event coverage within this time frame will result in DJ/press pass privileges being suspended. - Jamie Lynn Gilbert

Special Tour of KEXP

Jackson Long, Production Manager, KEXP and Andrea Friedman, Education & Volunteer Engagement Manager, KEXP

DJs have the strongest day on who gets booked for a session at KEXP. They have a standard setup and signature look across all videos. Most videographers don't use tripods to get unique angles. The bands are set up with a close feel, mimicking a rehearsal. A band typically does four songs, then an interview. KEXP always takes photos to share with the artists. Bands get a \$500 honorarium. 60% of sessions air live as they are recorded. This is live to tape, not a bunch of retakes. It takes two hours from load-in to live and then about two months for a session to be mixed and posted to YouTube. When setting levels, start with vocals and then set everyone else's level based on that. The audio mix is sent to the band with a "does this work for you?" but they don't get approval for the video. Pre-recorded promos help drive traffic to YouTube, but so does talk from the DJs. WKNC should pair the Lounge Director with an interview content creator to get the best value for a session. KEXP considers Washington State as local, as WKNC considers North Carolina local. KEXP tries to keep all their audio and video files. That is unrealistic for us, but we should get an archive or our video content, shorts and reels. Select interesting-looking locations for videos. Other than our Lounge, where could we record a band? One neat thing all KEXP on-air studios had was a large TV monitor in each studio with broadcast notes for the day. - Jamie Lynn Gilbert

Going into this trip, the tour was by far my most anticipated event. I have always greatly admired KEXP and all that it has done for non-commercial broadcasting, especially how it has integrated itself into other media forms to solidify its brand. The first section was an explanation of the sessions and production aspects of the studio. KEXP sessions have a very solidified brand appeal, one that we could try to emulate for our video content (presuming we focus more on video content production in the future.) The second section of the tour was a further discussion of the multi-media nature of KEXP, specifically how they have turned their sessions into physical media. Although this is a fun concept, I feel like this would be more of a hassle than it is reasonably worth for WKNC to replicate. If memory serves, they also stopped physical media production back in 2013, which makes sense considering the CD's dying popularity. The final section of the tour was a proper tour around the station. I really enjoyed getting a peek behind the curtain, particularly for the KEXP sessions. KEXP is far larger than WKNC, but I think we could stand to emulate a bit of their approach to branding (such as the iconic string lights) and how they push this brand past just broadcasting. - Mason Baker

Let AI do the Boring Stuff

Joe Amditis, Associate Director of Operations, Center for Cooperative Media

AI detection technology doesn't work and the temptation to use AI is off the charts, so let's use this power for good. If you hand a task over to AI you will get worse at it (because you aren't actively practicing it) so keep that in mind when using AI. But there are some tasks you don't want or need to improve your skills, which is where AI can help. Use appointment schedules in Google Calendar to make scheduling appointments easier like content training, studio reservations and board tests. NotebookLM could be used



A special tour of non-commercial station KEXP was a highlight of the convention. Promotions Director Mason Baker poses outside KEXP's audio and video broadcast studios, which includes the KEXP Live Room and Viewing Gallery plus Gathering Space public lobby complete with coffee and record shops. Photo by Jamie Lynn Gilbert.

to help develop more effective training materials because it uses our material to present new material but doesn't use it to train the program. AI can be asked to take articles from Technician and The Nubian Message and rewrite them as broadcast news summaries to share as part of "Eye on the Triangle." Best quote: "Technology is a mirror. If an asshole looks in, an asshole will look back out." Runner-up quote: "I'm going to swear in this presentation. It's how I was raised." - Jamie Lynn Gilbert

CBI Membership Meeting

CBI Board of Directors

CBI has reached a settlement with SoundExchange that argued for an incremental increase of \$50 per year for a webcasting license. CBI was the only student media organization that participated in the proceedings. There were 385 registered attendees at the National Student Media Convention, with 33 professional-led sessions, 28 faculty/staff-led sessions and 25 student-led sessions. Convention registration rates of \$110 per student or adviser have been the same since 2014, but will be increasing for the next convention with new rates announced in January. Nominations for president, treasurer and student rep (May-April) open on Nov. 1. CBI Denver is Oct. 22-25, 2005 and CBI Philadelphia is Oct. 14-17, 2026. A summer sports workshop will be held in summer 2025. The room rate for Denver is \$214 a night. Southwest has a hub in Denver and often offers special pricing. Quarterly CBI membership meetings will be held in January, April, July and October (on-site). - Jamie Lynn Gilbert



WKNC station adviser Jamie Lynn Gilbert (right) and general manager Rose Kelley (middle) presented "I'm in Charge. Now What?!" with Steven Hames (left) of Berry College. The annual favorite tackles importance leadership issues like writing job descriptions, setting goals, running effective meetings, conflict resolution, delegation and time management. Photo by Sarah Hernando.

I'm in Charge, Now What?

Steven Hames, Adviser, Viking Fusion, Berry College; Jamie Lynn Gilbert, Associate Director of Student Media and Station Adviser, WKNC 88.1 FM HD-1/HD-2, North Carolina State University and Rose Kelley, General Manager, WKNC 88.1 FM HD-1/HD-2, North Carolina State University

Effective leadership hinges on quite a few aspects. One of the first tasks you will face is assessing the job descriptions of others and yourself. Taking stock of your department is key to identifying and addressing any problems or changes that need to be made. Setting clear, achievable goals is essential to strong leadership. Any and all meetings should have a written agenda with a clear purpose and utilize everyone's time effectively. Conflict resolution is also a key feature of leadership, and centering all conflict resolution on addressing the situation at hand rather than placing blame is essential. Listening to others through this process is important, and framing things with "I" statements rather than accusatory "you" statements can be done to avoid feelings of blame. Diversity is necessary for well-rounded organizations and decision-making, and should not be pursued purely as tokenism; diverse hiring can only be done through diverse recruitment through affinity groups on campus. If your workload is too high then delegate it to those who can help, and effectively manage your time with to-do lists and calendars. - Rose Kelley

The speakers for this session were Jamie Lynn Gilbert and Rose Kelley, the advisor and general manager of WKNC at North Carolina State University, as well as Steven Hames, the advisor for Viking Fusion at Berry College. They discussed how to effectively manage a station when you're in charge for the first time. The first half of the session focused on setting goals and holding meetings. For setting goals, they used the S.M.A.R.T. acronym, which stands for specific, measurable, attainable, realistic, and time bound. This guideline helps you set goals for your

organization that you can actually accomplish. In terms of meetings, they should be effective, relevant, have a written agenda, and most importantly start and stop on time. Some messages can just be relayed via email, but when a meeting is necessary it is important to be concise and take notes to look back on later. The second half of the session was about managing conflict and diversity. As a leader, you must face conflict instead of avoiding it. You must be assertive and use "I" statements to get your point across, but also listen to what others have to say. Another important pillar of leadership is diversity. The speakers emphasized that the smartest person in the room is the room itself, meaning that when everybody comes together and shares their diverse perspectives, we can better meet our needs and reach our goals. This session encouraged me to feel more confident about applying to be the general manager at WKNC for next school year, and one important lesson that I will take from the presentation is that I should delegate tasks. Sometimes I want to just do everything myself but it's important to know what is and is not my job and delegate certain tasks to other people on staff. - Sarah Hernando

Saving your College Radio Station's History

Jennifer Waits, Editor, Spinning Indie

The first radio stations were licensed for broadcast in the 1920s (including college radio stations like WLAC AM). Carrier current radio stations proliferated in the 1940s (including WOLF/WNCS/WVWP). Saving materials preserves history, can be used as a resource for scholars, is nostalgic for alumni and contributes to a broader effort to demonstrate the importance of college radio. Save recordings, program guides, zines, correspondence, playlists, newsletters, photos and meeting minutes. Materials can be saved in the University archives with multiple digital backups. Start by creating an inventory. Digitize reels and tapes before they degrade. Save current items too, like websites, blog

posts, etc. using the Wayback Machine and photos from social media accounts because they will eventually become archive material. You can archive websites yourself with the Wayback Machine. The Radio Preservation Task Force helps preserve college radio history. College newspapers can be an excellent resource for radio history. The Digital Library of Amateur Radio and Communications (DLARC) has an Internet Archive, with 39 items from WKNC. My goal is to make WKNC the largest collection there. Public affairs programming can be included, along with skimmer files and fliers. We can also have a merch archive collection. If you have an Internet Archive account you can upload things yourself and they can be linked to the DLARC. - Jamie Lynn Gilbert

While this session was incredibly informative for me, our advisor Jamie Lynn Gilbert has already accomplished many of the preservation and archiving tasks recommended by the speaker. So, I will skip these in this summary and instead focus on some ways to preserve WKNC history that we are not already doing. Much of this will involve tedious, extensive work piecing together fragments of information that cannot be easily found, so it is certainly lower on the priority list than the actions recommended in my other summaries. Regardless, I think it would be useful to begin preserving our schedules from recent history that cannot be easily found. These are fantastic snapshots of the history of most DJs at WKNC, and will especially be of use to alumni. Speaking of alumni, one of the great uses for preserving station history is for the delight and nostalgia of alumni who may be interested in supporting the station past their graduation. By showing that we care about their contributions well after they have left WKNC, we may be able to better encourage donations and other support. We can also contact some of our more notable alumni (whether within radio and broadcasting or outside of it) for promotional purposes. This could involve interviews, social media posts, and much more. - Willow Sessions

Show Prep And Effective Social Media Tips

Gregg, Morning Show Host, KNDD 107.7 The End

To properly prepare for a show, make sure to have a basic idea of what you're going to talk about and what sounds interesting. The content has to interest you first because if you're bored, your audience is super bored. Connecting to your local community through stories of local events usually works best, but you can still connect outside stories with something from home to tie it all together. You can find local content on social media and the subreddits for your community, as people usually talk about interesting stories on there before they hit mainstream news. You can also make a run sheet for 3-4 points you want to hit during your show and reuse that same template to save time for show prep. To curate an on-air persona, consider altering your word choice and not just your affect to sell the idea. - Mason Baker

Cut, Edit, Create: First Steps in Video Editing

Adelina Cooper, Chair, Department of Visual Arts & Media, University of Mount Union

One of the best ways to set yourself up for success is to keep your station organized. A good rule is to name project folders "Year.month.day.projectname" to keep everything organized. Don't go into any project without a shot list, and make sure you keep to it. You can never have too much B-Roll, so it's better to have too many shots than too few shots. Additionally, you can get free stock footage from the site Pexels to buff up your work. When I asked Adelina about an audio issue I encountered regarding mono versus stereo audio, I learned that you can change the type of audio in DaVinci Resolve if it isn't desperately important to have stereo audio, so I will definitely keep that in mind for future use. - Mason Baker

50 (or More) Low-Cost or No-Cost PR Ideas in 50 Minutes

Warren Kozireski, General Manager, 89.1 The Point, SUNY Brockport

Keep in mind that not all PR ideas are going to be effective for every station. If you are going to a predominantly religious school or broadcast to a predominantly religious area, you shouldn't try to do anything too raunchy. Although there are several viable ideas for WKNC, three of them stood out as easy options for us presuming we get external permission. We could provide music for pre-game/half-time at athletic events on campus. Although we probably couldn't get our hard-hitting events like basketball and football, we could probably provide music for smaller games around campus, especially ones we're already broadcasting. We could try to reach out to professors to provide extra credit for interacting with our content that is relevant to the class. This would probably just be for our public affairs content, but it could be a good way to get students involved in the station. Lawn signs could be a good way to get some free publicity for the station around campus and within our broadcasting area. - Mason Baker

Building a Personal Brand

Leslie Scott, Brand Strategist, KROQ

This session focused on how branding works both for an individual and for an organization more broadly speaking. A brand is essentially what your reputation is paired with expectations from others. An important note to remember is that doing something "off-brand" can shift your image in either direction. First impressions really matter for capturing attention and for individuals to form a positive opinion of your brand. In order for you to define your brand you need to consider how you're perceived through three distinct filters; intangible filters, tangible filters, and audience relationship filters. Intangible filters are based on immaterial factors like personality traits, being funny or dramatic for example. Tangible filters are through more material traits like your place of origin, hobbies, and specific things you do or like. Finally, the audience relationship filter focuses on how you can relate to your audience, what demographics comprise your audience, and how you find commonalities with them. An important note is that being weird can also be endearing, things that are super unique to yourself can help people relate to you even if they don't share that with you. Being able to answer "who are you?" is a huge question we have to answer. Much like the session "Coaching On-Air Talent", the big takeaway is understanding that presenting yourself and your personality is a huge part of shaping how people engage with you and perceive you. - Rose Kelley

Make sure to make your professional brand personal, but feel free to switch a few things around if you're an on-air talent. Public image is important and can flip on a dime, so try to remain consistent in your branding and messaging to avoid this. There are three types of filters to consider when building a brand: intangible filters, tangible/cultural filters, and audience relationship filters. Intangible filters are things like subjective humor and kindness, tangible/cultural filters are key touchstones of your culture and location, and audience relationship filters are how well you can relate to your audience. Make sure to consider all three filters when formulating your brand to have the greatest audience impact. - Mason Baker

Professional Promotions and Branding

Ryan Castle, Brand Manager, Audacy and Christy Taylor, Regional Brand Manager, Audacy

This session was a good opportunity to see the difference between commercially run radio stations and college radio stations. Although a lot of the ideas presented regarding station promotion were quite interesting and engaging as an audience member, they aren't very applicable to

a college radio budget. However, getting more artist engagement for the artists we have at our events could definitely help bolster our promotions game, even if they are much smaller than that of a larger station. In terms of station branding, they heavily emphasized the importance of consistent branding, which I think WKNC already has in spades. - Mason Baker

This session's speakers were Ryan Castle from KISW and Christy Taylor from 107.7 The End, both of whom are not affiliated with college radio stations, but rather larger commercial stations. They discussed the importance of branding and promotions for fundraising and marketability. They asked the question "What is your station's image?" and encouraged us to use our audience and image to create distinctive branding. They both discussed some of the branding from their stations, which included concerts with big artists such as Billie Eilish, and their own brand of IPA. Most of their branding could not really be applied to small-budget college radio stations, but one idea I got from this session is to hold more live events. WKNC can't really afford to get really big artists, but we can get smaller local artists who would love to play at one of our events. I know we already host Double Barrel Benefit every year, but perhaps we could set up something similar or smaller in the fall or summer. - Sarah Hernando

Coaching On-air Talent

Steve Migs, KISW; Taryn Daly, KISW; Eric Powers, Hot 103.7 and Emma and Ryan Castle, Brand Manager, Audacy

The session focused on enhancing on-air presentation skills, highlighting the DJ or host's ability to forge connections with their audience. Participants were encouraged to reflect on questions like "What's your thing?" and "What's your show's thing?" to discover a personality that resonates with listeners. Sharing personal experiences was emphasized as a way to deepen these connections. Once on air, it's crucial to remember that you represent a brand and a unique personality. Embracing your imperfections and recognizing your individuality can strengthen that brand. Understanding your uniqueness helps answer the question, "What's your show about?" Speakers illustrated their points with examples from popular shows like "The Office" and "Ted Lasso," noting that a concise, two-sentence description of these shows immediately triggers recognition. This is the goal for a DJ or host: to craft a brand that can be succinctly encapsulated, clearly defining "your show's thing." Understanding your audience is key to crafting the show's message. Establishing two-way communication fosters a deeper connection; consider how your show engages with the community. It's not just about broadcasting your message, but also about creating a dialogue that invites audience participation and feedback. An idea that came out from this session for WKNC 88.1 is to host a Radiothon to enhance community engagement. This initiative would not only strengthen connections with listeners but also create a platform for dialogue and support, fostering a sense of community around the station. - Emilia Rivadeneira

This was a fairly low-key session hosted by radio personalities in the Seattle area, and they gave fairly general advice on incorporating a "human element" into radio. What makes radio distinctive from say streaming music is there is a human element with hosts injecting their personality into the medium. In order to stand out as a personality it's important to have a "thing," which should be personal and focus on "small world stuff." Something as simple as living out in a specific town, or being a parent could be a "thing." Being genuine with your thing is also important, especially embracing your insecurities and flaws. Being able to succinctly summarize your show in two sentences also helps hone in on what makes you stand out in a field of competing personalities. A useful and somewhat unrelated bit of advice the session ended with was that the radio

industry is constantly changing, and being ready for change at the drop of a hat and sticking through it is important if you want a career in the radio industry. I think the biggest takeaway from this session was that we should encourage DJs to embrace their personalities more in their shows if they want to stand out and if we as a station want to stand out. - Rose Kelley

Visual Storytelling

Joseph Huerta, Photojournalist, KING-TV Seattle

The session centered on analyzing videos by Joseph Huerta, a visual storyteller and journalist from the Pacific Northwest. Key takeaways included the idea that the best stories transport you to a specific place. Huerta's videos provided valuable insights into effective storytelling through visuals. He emphasizes the importance of varying shot types - capturing both close-ups and wide angles of the same action - as well as including shots of the surrounding environment and sounds. This approach helps create a rich, immersive sense of place that draws the audience into the narrative. Huerta also stressed the importance of leaving the microphone on while recording interviews. It's essential to remember that you don't have to include every sound or quote just because you have them; it's perfectly acceptable to omit elements that don't enhance or fit the story. Another key takeaway for effective storytelling in video is the action-reaction mechanism. Huerta illustrated this by showing how he captures an action and then, after allowing time for it to unfold, films the reactions of those nearby. This technique helps create a more dynamic narrative, emphasizing the emotional impact of the action on the audience. - Emilia Rivadeneira

Roundtable: Women in College Media

Alex Bennett, Technical Assistant Station Manager, WPTS Radio, University of Pittsburgh

The session centered on initiatives aimed at diversifying and amplifying women's voices in college media, particularly in radio. As a roundtable discussion, participants shared personal stories related to their experiences in college radio, creating a safe space for women to discuss the challenges and triumphs of being women in media. Many reflected on how the landscape has evolved over time, highlighting both progress and ongoing issues. This collaborative environment fostered open dialogue about the importance of representation and support for women in the industry. - Emilia Rivadeneira

Roundtable: News

Grant Ferrell, Station Manager, KWSC 91.9 The Cat, Wayne State College

The session explored how various college radio and TV stations are covering news in their communities and highlighted their initiatives. The discussion eventually shifted to a more personal exploration of what constitutes news and journalism, leading to a lively debate. Some news directors emphasized the "entertainment" aspect of news, which sparked disagreement among participants. The majority of roundtable members concurred that the primary purpose of journalism is to inform the community, rather than to entertain or create click bait stories aimed at attracting followers. This emphasis on the core values of journalism underscored the importance of integrity and accountability in media. - Emilia Rivadeneira

Beyond the Tools: The Adoption of AI Across Media

Randa Minkarah, Former Co-Founder/President, Resonance AI

The session delved into the distinctions between AI and generative AI, highlighting that while traditional AI is designed to perform specific tasks, generative AI focuses on

Sessions lead by WKNC staff

I'm in Charge.

Now What?

Jamie Lynn Gilbert and Rose Kelley, with Steven Hames, Berry College

Digital Accessibility for Student Media

Jamie Lynn Gilbert

The Ins and Outs of Managing a Content Team

Rose Kelley with Clara Ketchell, University of Kansas



One of the city's most iconic landmarks is the Space Needle. The 605-foot observation tower was built as the cultural centerpiece of the 1962 World's Fair, whose theme was "The Age of Space." It offers 360-degree indoor and outdoor panoramic views of downtown, Mount Rainier, Puget Sound, and the Cascades and Olympic mountain ranges. Photo by Jamie Lynn Gilbert

creating new content. There's ongoing uncertainty regarding the accuracy of generative outputs, especially with the introduction of new datasets. Concerns were raised about the potential risks to careers in content creation and writing due to advancements in AI. The speaker emphasized that while AI can generate content, it lacks true creativity and relies on past data for its outputs. For example, if you ask AI to "create something from the heart," it simply cannot achieve that genuine emotional depth. This highlights the importance of human creativity and the unique ability to infuse personal experiences and emotions into storytelling, which AI cannot replicate. Several platforms were mentioned, including TV GPT, WeatherGen, and Waymark, which enhance creative production. The Resonance AI Platform, for example, aims to drive audience and revenue growth, focusing on viewer acquisition and retention, risk mitigation, and content moderation performance prediction. This platform analyzes audio and visual elements of content, processing millions of connections between these elements and second-by-second viewership data. Ultimately, it provides insights into what resonates with the audience, helping to refine content strategy and improve engagement. - Emilia Rivadeneira

How are we Going to Pay for This?

Jasen Sokol, Director/General Manager, WJCU 88.7 FM, John Carroll University; Emily Davala, Social Media Director, WJCU 88.7 FM, John Carroll University; Zachary Sinutko, Events Director, WJCU 88.7 FM, John Carroll University; and Bobby Gerome, Co-Sports Director, WJCU 88.7 FM, John Carroll University

WJCU, John Carroll University's radio station, hosts an annual pledge drive called "Radiothon," which lasts for 10 days on-air. Last year, the event successfully raised approximately \$69,000 to support the station. This initiative not only

helps fund operations but also engages the community and builds listener loyalty. The planning timeline for WJCU's annual "Radiothon" kicks off in September, when they begin brainstorming themes and "thank you" gifts for donors. In a previous year, they chose a Beatles theme with the catchy phrase "Come Together for WJCU." By November, they order the "thank you" gifts, and in January, they test their online pledge form. The pledge drive typically launches around Valentine's Day in February. When selecting a date for the event, they recommend aligning with the university calendar, avoiding cultural or religious events, and coordinating with other colleges and public radio stations. Additionally, maintaining strong relationships with alumni is crucial. For young alumni, WJCU encourages involvement by inviting them back to the station to host sets during Radiothon. For older alumni, the focus shifts to financial contributions, but it's essential that this isn't their first contact; keeping alumni updated on recent achievements and staying in touch throughout the year helps strengthen those connections and can ultimately encourage them to donate. - Emilia Rivadeneira

Storytelling Is Everything

Rick Dunkle, President, UINDY Studios, University of Indianapolis

There is no story without emotion. Even in seemingly boring situations, there is always an emotional angle to spin things to create gripping and interesting content. When telling a story, you want to set the stakes and then raise them to keep the reader's attention. This applies more to fictional narratives than non-fiction ones, but a good rule is the rule of threes. Everything is better in threes, though you may want to subvert expectations the third time depending on what story you're aiming to tell with the piece. - Mason Baker



While WKNC did not take home any CBI National Student Production Awards, they did fare well in other contests. Members of the Student Media Business Office (from left to right) Layla Faith Batts, Allie Gervase, Caitlyn Muniz and Abi Barefoot accept awards for best digital self promotion ad and best self promotion audio ad at the College Media Business and Advertising Managers conference in Philadelphia. Photo contributed by CMBAM.

Election Night On-air Strategy

Steven Hames, Adviser, Viking Fusion, Berry College; Mel Bridges, News Director, KLSU-FM, Louisiana State University; and Pat Janssen, Instructor, Communication Arts, Wayne State College

The session focused on effective approaches for covering election night live, emphasizing the need for preparation and adaptability. Some key strategies are: (1) establishing a clear outline for the broadcast, including key segments, potential guests, and critical information to cover throughout the night, (2) staying flexible to provide immediate updates as results come in, while ensuring accurate reporting and context for listeners and (3) working closely with experts and analysts to provide comprehensive coverage and different perspectives on the unfolding events. It's important to remember that we are students, and it's okay to ask for help from experts and analysts to break down results and issues. Know your limitations. Another recommendation is to focus on local elections first; starting with local races and then expanding to national ones. Your audience is likely more interested in what directly affects them on the local level, as they may not hear that in mainstream national media. Additionally, there should be an emphasis on analyzing previous trends from past elections and comparing them to current results, noting any changes in demographics. Finally, consider preparing pre-packaged content, such as interviews with analysts or student voices, to enrich the live broadcast and provide varied insights. - Emilia Rivadeneira

This year's election is fast approaching, and WKNC is in a unique position to report on these elections. North Carolina is of course a swing state, with many contentious races at the national and state levels that will likely garner plenty of national coverage. However, there are a number of lower-level state elections and local elections that could have just as much of an impact on the lives of Raleigh

residents. This is where WKNC reporting should focus, to best inform these Raleigh residents. For our staff members covering election news, one method of reporting is to get in touch with political science professors who are experts in elections at the state and local levels. Our general manager, Rose, happens to major in this department, so I would recommend going through her for connections. I would also recommend working with news departments at WXYC and WUNC for help in this reporting since our news department is quite small. Additionally, we can provide listeners with updates on-air about the state of polls, such as when they open and close, and when races are called for one candidate or another. The former can be done through PSAs scheduled for the appropriate times, but the latter may have to be done by DJs who have shows scheduled after the closing of polls, whether that be Tuesday night or Wednesday. - Willow Sessions

Play-by-Play Basics

Everett Fitzhugh, 2023 Washington Sportscaster of the Year, Seattle Kraken

The session featured insights from Everett Fitzhugh, who shared foundational principles for effective sports commentary. Key topics included the importance of storytelling in play-by-play, engaging the audience with vivid descriptions, and maintaining a balance between excitement and information. The speaker emphasized the necessity of preparation - knowing the teams, players, and statistics - and the value of practice to refine timing and delivery. Remember that people are not listening to "play-by-play" for the "hot takes" but rather for the reporting. He also discussed the significance of developing a personal style that resonates with listeners, while remaining adaptable to the dynamics of each game. It's important to find your sound and embrace your unique voice, becoming comfortable with your delivery. As the eyes and ears of your

listeners, you must paint an accurate picture of the game. This means not only relaying the action but also capturing the atmosphere and emotions of the event, ensuring that the audience feels fully engaged and connected to the experience. - Emilia Rivadeneira

Community Engagement Through College Radio

Jack Doyle, Production Manager, 90.7 WXIN, Rhode Island College; Tess Sullivan, Program Director, 90.7 WXIN, Rhode Island College; Ari Pereira, Studio Engineer, UWave Radio, University of Washington Bothell; Nour Currie, Station Manager, UWave Radio, University of Washington Bothell and Samantha Boggs, Program Director, UWave Radio, University of Washington Bothell

The session explored effective strategies for strengthening connections between college radio stations and their local communities. The discussion emphasized the vital role that college radio can play in fostering community ties and promoting local voices. Among the signature events discussed, Radiothon stood out as a powerful initiative for raising funds for various causes. This event not only mobilizes the community for support but also highlights the station's commitment to meaningful issues. Additionally, local concerts featuring bands that donate their time to raise funds for specific causes further emphasize the station's community-oriented approach, creating opportunities for collaboration and local engagement. Another innovative idea presented was the concept of organizing tours of local radio stations. This initiative aims to foster networking and maintain relationships within the community, making the station more accessible and inviting. These tours can be open to all students, not just those directly involved in radio. By inviting the broader campus community to participate, the station can enhance its visibility and encourage new students to engage with the station, thereby fostering a greater sense of belonging and interest in college radio. Overall, these events not only serve to raise funds and promote local talent but also play a crucial role in building a strong, connected community around the radio station. - Emilia Rivadeneira

Don't Sell My License! Staying Relevant at Your University and Using Date to Explain Why

Jasen Sokol, Director/General Manager, WJCU 88.7 FM, John Carroll University and Chris Keppler, General Manager, WZIP-FM, and CBI IT Content Director, The University of Akron

Like the rest of NC State Student Media and many other departments on-campus, WKNC is continually at risk of budget cuts from the administration. In an attempt to stave off these cuts, here are some actions we can take to persuade our administration that WKNC has a valuable place on campus. Our Local Lunch Live program on The Corner at Centennial Campus is a good way to bring traffic to the business-oriented district, thus bringing in greater attention to research on- and off-campus that in turn brings greater revenue to the University. By putting greater focus on the promotion of this event and curation of performing artists, we can increase the effectiveness of Local Lunch Live and therefore provide even more value to NC State. Additionally, our diverse, often eclectic music programming is very likely to appeal to younger listeners. These listeners are potential undergraduate and graduate students for NC State who might be coming to the university specifically for WKNC and other branches of Student Media. By amplifying this point in promotions (via interviews with WKNC members in this situation, for example), we would have yet another way we directly provide value to NC State. - Willow Sessions

This session's speakers were Jasen Sokol from John Carroll University and Chris Keppler from The University of Akron, who both manage college radio stations. They discussed how to keep your station relevant to avoid

administration selling your license. Some suggestions included advertising on campus, serving the community through events and press coverage, and keeping track of data for listeners and members to report to your university. They also noted that fundraising is very important to keep stations operating as student media budgets shrink year by year. For WKNC, I think doing more events that double as fundraising would be a good idea to get our name out there and raise money. We could host more local live music at university events or at another location so we could charge money for admission. - Sarah Hernando

Charts, Playlists, and Connecting with the Music Industry

Eva Papp, Director of Business Development, Spintron and David DeKeyser, Music Business Representative, Spintron

This session's speakers were Eva Papp and David DeKeyser, who both work for Spintron, a playlist management website that we use at WKNC. They discussed how you as a DJ or music director can interact with your audience and the music industry. Some points they emphasized were connecting with local artists and generally smaller artists, who will appreciate your airplay. They also explained how to effectively communicate with all kinds of promoters and artists. As a music director, one takeaway from this session is that I want to try to reach out to more promoters and artists. Right now, I just wait for people to send me their music, but I can also contact artists or their representation directly and ask them to send music, which they will most likely do to increase their airplay. - Sarah Hernando

Building Organizational Culture

Ivonne Camas, General Manager, KWCR, Weber State University and Nathan Rodriguez, Station Advisor, KWCR, Weber State University

This session's speakers were Nathan Rodriguez and Ivonne Camas, who are the station advisor and general manager of KWCR at Weber State University. They discussed the importance of establishing an organizational culture through certain values, norms, symbols, language, leadership styles, and communication patterns. Being communicative and friendly is very important for gaining and retaining members within any organization, and Nathan and Ivonne explained that you can establish an adhocracy and meritocracy in the station to promote creativity and hard work. They also emphasized an "outward mindset" which looks at things from other peoples' perspectives to work on goals and challenges. One point that I plan on utilizing in my future at WKNC and beyond in leadership positions is how to hand out praise and criticism. For praise, it is good to do it in public and use "you" statements to celebrate accomplishments; however, for criticism, it is better to do it in private and focus on the issue, not the individual. This structure of praise and criticism will create a healthier organizational culture. - Sarah Hernando

This session was focused on how a radio station can revamp and improve its organizational culture, which essentially boils down to a question of how an organization operates internally. An important first step is figuring out what you do and don't know about your organization. It's the first step in assessing what you need to work on, and having a mission statement can keep your organization on track. An organization needs staff in order to be successful, and having high staff retention ensures there's also informational retention to keep things moving forward. Setting clear expectations and goals will give staff a sense of direction which benefits your organization. Socialization is also super important for a healthy organizational culture, both volunteers and paid staff need to be engaged with each other to open up important channels of communication for help and avoid in-group and out-group conflicts. Empowering members of your organization to take initiative is super important for creative problem solving which is

National Awards

DJ Personality

Emma Bookhardt (first place), "Reel-to-Reel with Bodhi," College Media Association Film and Audio Festival

Radio Station of the Year

WKNC 88.1 FM HD-1/HD-2 (third place), Division I, College Media Association Pinnacle Awards

Audio Newscast

Ellie Feaga (third place), Division I, "Eye on the Triangle Weekly News Jan. 29, 2024"

Digital Self Promotion Ad

Emma Bookhardt (first place), "Reel-to-Reel Presents: Hello, I'm... Johnny Knoxville?," College Media Business and Advertising Managers

Self Promotion Audio Ad

Claire Conklin and Spencer Grattan (second place), "Jazz in my Radio," College Media Business and Advertising Managers

a concept called “adocracy” which emphasizes creativity and risk-taking. Promoting those who take the initiative encourages organizational engagement to the benefit of the organization. Appreciating introverts is also very important, as it can be easy to only notice extroverts, balancing introverts and extroverts can create a more well-rounded organizational culture. Another important thing to consider is the mindset being brought to the organization, specifically inward and outward mindsets. An inward mindset filters ideas through how it impacts the self which can be important but can also exclude the needs of others. An outward mindset is important for seeing the goals, needs, and challenges of others which is essential for a strong organization. Being mindful of your impact on others and holding yourself accountable is key. My biggest takeaway from this session was we need to encourage staff to take the initiative to make the changes at our station they think will positively impact our culture. - Rose Kelley

At WKNC, one of our primary goals is to create a space for student expression through music, as well as news, sports journalism, and other content creation formats. In line with this, it is important that our DJs know that they are a respected part of WKNC. I have many recommendations for how to achieve this, starting with station-wide events. While World College Radio Day is a good way to incorporate all of our DJs into the culture of WKNC as our new fall semester DJs have their new sets, I think it's important to create a similar event for the spring semester. This could be anything from a game night to an open mic night to some kind of RadioThon similar to WCRD. Additionally, we should make an effort to restart our WKNC zine, which would provide an outlet for any member of WKNC to submit artwork, poetry, album reviews/recommendations, or anything else to share with only other station members. Personally, I feel as though I have neglected to put in the effort to reach out to those DJs and station members who are not regular visitors to the station, thus potentially creating an in-group of top staff and other heavily involved DJs. So, I plan to make it a point to individually reach out to DJs and staff about events involving WKNC members planned outside of the official Discord, and to make sure they all know that I and other members listen to and enjoy their sets. - Willow Sessions

Stand Out! Why Creating Distinctive Content is Critical to the Future of Radio

Greg Weston, General Manager, WPTS-FM, University of Pittsburgh and Sean McDonald, Director, Neumann Media, and CBI Treasurer, Neumann University

This session's speakers were Greg Weston from the University of Pittsburgh and Sean McDonald from Neumann University, both of whom are station managers. They discussed the importance of being creative with your content to combat the idea that “radio is dead.” This was my personal favorite session because it gave me many ideas for future content. You must give your audience something they can't get anywhere else, which college radio is already perfectly suited for. The idea that radio is boring and lifeless is an issue with the industry, not the medium itself. They suggested creative programming such as live interviews, broadcasting from unique places, and experimenting with different forms of content. One takeaway from this session is that I need to pull more stunts (that still adhere to Federal Communications Commission and WKNC guidelines of course). I already host a “bad music” hour every Thursday night at midnight, but I also got the idea to hangout somewhere central on campus, such as Wolf Plaza, and interview passersby about music. Perhaps this could either be turned into a YouTube video, podcast, or could be broadcast on the radio after editing. Content like this will help market our station to people who may not have heard of it, and will also be fun to create and listen to. - Sarah Hernando

Curating The Sound Of Your Station

Becca Arkfeld, Promotions Director, KWSC 91.9 The Cat, Wayne State College; Cade Williams, Station Manager, KLSU, Louisiana State University and Evie Richard, Music Director, KLSU-FM, Louisiana State University

WKNC's mission statement is “to entertain and inform the NC State community and the broader Raleigh population”. To fulfill this obligation, I think it is necessary to be very clear with our DJs and staff about how best to achieve this. For one, it's necessary to define what listeners should expect to hear when they tune in to 88.1, especially in terms of artist popularity. WKNC is a very freeform station, with some structure in what genres of music are played at different times of day. So, I and our music directors cannot be expected to be familiar with every subgenre played on the air, much less which artists are too popular or well known in their fields to inform the public about new, relatively unknown music. My proposal is to use the simple metric of Spotify monthly listener counts to decide what is “too popular” to regularly play on WKNC. For example, one set could have up to one artist with more than 3 million monthly listeners, but no artist with more than 10 million monthly listeners. We would of course take feedback from DJs about what they think these limits should be. As an aside, I think it may be worthwhile to place greater emphasis on local music. To that end, I encourage DJs to find music both digitally and physically from North Carolina from Bandcamp or estate sales and local record shops. - Willow Sessions

They Said WHAT??

Anabella Poland, General Manager, WMSC-FM, and CBI President, Montclair State University and Chris Keppler, General Manager, WZIP-FM, and CBI IT Content Director, The University of Akron

The Speakers for this session were Chris Keppler from The University of Akron and Anabella Poland from Montclair State University, who are both station managers. They discussed what to say and not to say when on the radio or conducting interviews. They gave many tips such as simplifying numerical data for listeners, asking relevant questions to artists, not using clichés in your speech, and avoiding inside jokes which alienate audiences. This session was more geared towards people who want to get a job in radio, so some points such as using your full name instead of a DJ name were not relevant to me, but overall, they gave some good suggestions for improving my radio presence. One thing that I learned from this session that I will work on when I am on the radio is not lifting my voice at the end of statements, so it doesn't sound like a question. I am very guilty of doing this so I will start noticing whenever I do it and working on my tone. - Sarah Hernando

Working With Your Administration

Jasen Sokol, Director/General Manager, WJCU 88.7 FM, John Carroll University; Warren Koziarski, General Manager, 89.1 The Point, SUNY Brockport and Sean Ahern, Associate Professor, Communication Arts, Wayne State College

This session's speakers were Jasen Sokol from John Carroll University, Sean Ahern from Wayne State College, and Warren Koziarski from the State University of New York at Brockport, all of whom are station managers. They discussed how to work and communicate with your administration, so they are less likely to forget about you or sell your license. Some points they made were to practice risk management, build relationships with IT, alumni, and administrators, keep up a respectable image, and regularly tell administrators about any events or awards from your station. One thing I took away from this session that I want to implement at WKNC is to go to more events, both held by the university and the local community and reporting on it either through blog posts, podcasts, or another medium.

This will both promote the events and get our name out there to administrators and community members. - Sarah Hernando

Working With Your Athletic Department

Jasen Sokol, Director/General Manager, WJCU 88.7 FM, John Carroll University and Bobby Gerome, Co-Sports Director, WJCU 88.7 FM, John Carroll University

WKNC, unlike many other college radio stations, does not have a sports department; we host the podcast "Light It Red," which is a roundtable discussion of Wolfpack Sports, but that is all. We also do not currently have a particularly sports-inclined populace among our DJs and staff, so I hesitate to try to force a sports department to form. Moreover, NC State is a Div 1 ACC school whose sports broadcasting is already covered by Learfield and WRAL. Regardless, I do think there is a place for WKNC to get involved with NC State sports. Namely, we can provide services like equipment rental to teams who do not currently have high-quality audio equipment. We can also provide DJ services for sports that do not receive as much coverage and need a boost in attendance. Not only could we attract more people to these home games through specialized music nights (emo night, for example), but WKNC and participating DJs could bring in some extra revenue with these services. - Willow Sessions

How To Do Music Criticism: Writing Album and Concert Reviews

Joseph Mazzola, Local Music Director, WUOG 90.5, University of Georgia

Album and concert reviews are some of the best ways to highlight music and musicians, especially local artists, that might not receive much airtime. Here are some tips and tricks to improve these blogs. Firstly, there is no one "right" way to write; every writer has their own voice, and compromising it can often result in more stilted writing. Include whatever aspects of the album or concert experience resonated with you, such that the audience can tell why you reviewed this music in particular. Try to include the context of the album or concert. How does this album differ or fail to differ from other works by this artist or in this genre? How has this album influenced others in its genre or scene? Did the performers interact with the audience? If so, was it staged banter, casual conversation, or coverage for technical issues? What did the audience think of the performance? Were they moshing or silently taking it in? Were there any notable quotes from audience members? Don't be afraid to use philosophical or music theory jargon in your reviews if you feel you are capable, so long as you can adequately explain this jargon. Be cautious against writing

reviews that "trash" the music or artist, especially if they are local. You do not have to include all of these aspects in your reviews, but they may help guide your writing process. - Willow Sessions

Future of Radio Automation

Nate Mumford, Director of Sales Engineering, RCS

This RCS-sponsored session was unfortunately not particularly useful for WKNC, at least in its main points. However, there were at least a couple points that I think are useful to capitalize on. For one, I think that it would be worth the effort to update the automation of our schedule through GSelector. One idea is to create sub-categories for each hour pulling from different levels of music (i.e. different subgenres, local, or heavy, medium, and light) such that time-appropriate music plays more often. For example, instead of only having a one-hour block each day for local music, we could dedicate the first 10 minutes of each automated hour to local music. Additionally, RCS is supposedly working on a web-browser friendly version of GSelector that would allow myself, music directors and other staff to work from home in case of adverse weather or emergencies, especially since many of us as college students cannot quickly drive to the station. - Willow Sessions

Roundtable: Radio Program Directors

Kelsey Brannan, General Manager, WSUM Madison Student Radio, University of Wisconsin-Madison and Sasha Sperry, Program Director, KCSU, Colorado State University

As a program director, one of my primary duties is to promote the cohesiveness of WKNC between all of our DJs and paid or unpaid staff. From this roundtable with program directors of college radio stations across the country, I gained some useful knowledge on how to make this cohesion happen. For one, our newsletter, sent only to other WKNC DJs and staff, is something I want to be both more consistent and informative with. While there's a lot to like about the current format, I want to better promote all of the wonderful music uploaded to AV by our music directors as well as the wonderful content made by our podcast, blog, interview, video and public affairs content creators. These are great places for individuals to get inspiration for their next set or piece of content. So, I'll be reformating the newsletter somewhat to better accomplish this promotion through brief descriptions of uploaded albums, quotes from content, and more. I also wish to be more consistent with holding meetings with various departments so that I, as well as the rest of our staff, can have a better idea of what's going on across the station, what needs to be worked on, what cool things people are doing, what ideas people have, etc.. - Willow Sessions



Many KEXP Live In-Studio Performances are free and open to the public. The KEXP Live Viewing Gallery has standing room space for up to 75 people. Photo by Jamie Lynn Gilbert.