



## 8th Annual Intercollegiate Broadcasting System East Coast Broadcasting & Media Conference Simmons College - November 7, 2015

12:30 - Keynote Address: "The Future of Talk Radio: YOU"

Holland Cook - *Media consultant Holland Cooke works at the intersection of broadcasting and the Internet. His clients include WRKO, Boston. Previously, he managed Washington DC's all-news station WTOP; and he was Vice President of a new media division at USA Today. In this session, Cooke will assess the media landscape and propose a career opportunity.*

1:30 - Music Royalties and Licensing - *Walter McDonough, IBS Advisory Board, Music Attorney, Co-Founder: "Future of Music Coalition" - Fritz Kass, IBS Board and active participant in recent Washington, DC, Copyright Royalty Board (CRB) Web Iv 2016-2020 Performance Royalty Hearings (Room L-004)*

**Station Manager's Forum - Chet LaPrice, WERG Radio - Gannon University, Erie, PA & IBS Board Member - Paul Lazarovitch, WVBF Radio - Faculty Advisor, WIRE Radio, Wentworth University - Lisa Zinsius-Supka, Prof. of Communications, Massasoit Community College - Paula Neidlinger, LNH Digital Storm, Lincoln, IL (Room L-005)**

Finding That First Job - *Scott Gibbons, Afternoon Air Personality, WPLM Radio, Plymouth - Ed Perry, Owner & General Manager, WATD Radio, Marshfield - Dave Skill, WATD News - Paige Sutherland, News Reporter, New Hampshire Public Radio - Steve Theo, Pirate Radio (Room L-006)*

Finding An Audience in 2016 - *Creative Radio Vs. New Media - Joe Viglione, Talent Director, Boston Free Radio.com - Sam Kopper, WBCN Radio - Mark Schultz, Mark Skin Radio - Aaron Bornstein, WMWM Radio - Bob Nelson, WMWM Radio - Dan Burke, Boston Free Radio.com - Tom Donlan, WBIM Radio - Chris Boudreau, WBIM Radio (Room L-007)*  
The Effects of Social Media On Millennials & Upcoming Generations