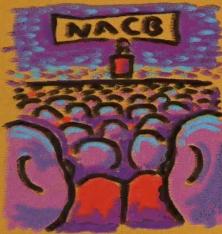


College Broadcaster

Spring 1995

National '94 Highlights



Regional Conferences
on the Way!

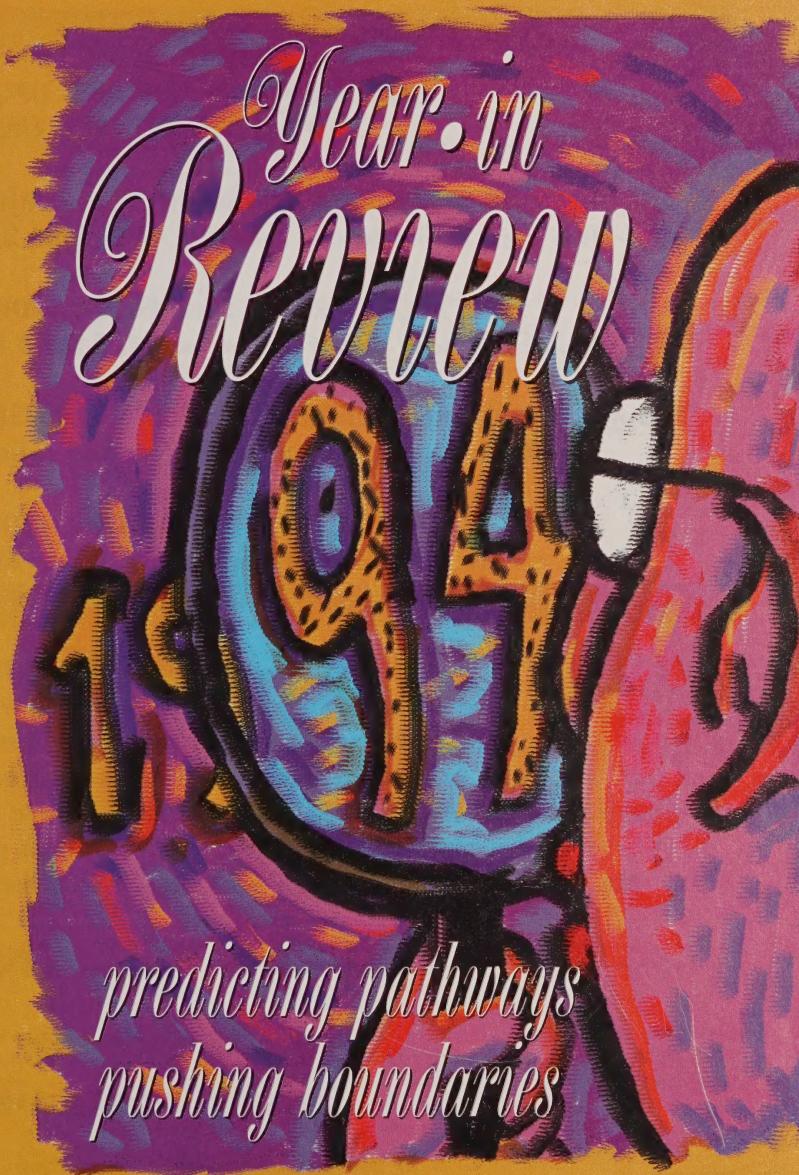


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letters

Another way to upgrade!

I am writing to inform you that there is yet another way for Carrier Current and Cable FM stations to upgrade. Due to the increasing number of Class D stations upgrading, it has been increasingly difficult to find a viable option for stations to upgrade. WCRD, a student run radio station in Muncie, Indiana that is not supported by the university, has found a way to go FM without asking the university for an FM license. Through the efforts of the students and some very helpful faculty, we have come to an agreement with a local High School. It seems that they have an educational license, but only use it Monday through Friday, 9:00 AM to 2:30 PM. WCRD will then power up at 2:30 till 9:00 the next morning. We will also be able to use the transmitter on weekends and during the summer. There are, however, some extra costs to this transfer in addition to all of those FCC rules the station would have to abide by. I believe we are the first college station in the country to use this avenue, so I am sure there are other concerns that we have yet to run into, but I thought I would write to help out the Carrier Current and Cable FM stations that may think they are stuck. Good luck!

Craig Reishus
General Manager, WCRD
Muncie, Indiana

Although you are not the first, you are one of the few stations we know of operating under such an arrangement. If you have any additional information we can share with other members please let us know. Best of luck to WCRD. Be sure to keep us informed of your progress.

Suggestions for grants?

Despite good enrollment and fine administrative support, broadcast instruction may end here after another year because of declining local budgets. Most hardware

is wearing out at the same time. I would appreciate any suggestions for grant sources, or advice from institutions or stations that have gone through similar circumstances.

Ron Pesha, Assoc. Prof. of Broadcasting
Adirondack Community College
Queensbury, NY 12804-1498
518-743-2200 ext. 567 FAX 518-745-1433

N'94... a word of thanks

On behalf of all of the CIXS delegates, thank you for your time and effort in organizing the National Conference '94. I think that I speak for all of us when I say that we returned to Montreal inspired to really make the station move forward. Although all of us will be graduating this year, we hope to send another group of executives in 1995. Several of us also hope to return as independents or with whatever universities we attend.

As we are new members, we've been told that there is some sort of station handbook which you distribute. How do we get a copy? Also, do you have a list of the conference volunteers? I would like to thank

them for the wonderful time we had, which was due to all of your hard work.

CIXS is now on-line! You can send all NACB correspondence to me at: Selena.Beattie@firstp.mtlnet.org

Once again, I want to restate just how much we enjoyed the conference.

Selena Beattie, Secretary
CIXS Radio, Dawson College

Thank you for your words of praise. We here at NACB would also like to thank all volunteers, especially the gang from WXIN and RICC-TV at Rhode Island College for their help with N '94. The '94 station handbook should have been sent, and the '95 handbook is on its way! Thanks again, and good luck to the graduating seniors.

Write to us! College Broadcaster welcomes your comments and criticisms, about the magazine, NACB projects, or anything else on your mind! Send them to:
Feedback, NACB
71 George St. Providence, RI 02912-1824

from the disk of the editor...

This issue of College Broadcaster deals with the past. It is our overview of 1994 for students in electronic media. Yet perhaps more than any recent year, 1994 had its face to the future.

Rather than solving the conflicts in content and technology handed to us by 1993, the last 12 months seemed to add only more options for the future, and to strengthen all opposing sides of many media issues. Whither art thou, digital radio? And whither alternative ground upon which students could experiment and create? Which techno-giant would control the box top? And how would their offerings change our already eroding concepts of network television? Would direct television challenge, and could it allow broader opportunities for youth access to media? Would new technology get so expensive as to not even be affordable to use in student operations? It was also a year of conflicting statements about the job prospects for today's students. Were there simply no jobs left? Were there no ideas yet unexplored? Or would the burgeoning myriad of networks and new syndicated programs provide opportunities for employment of the young and innovative, not seen since the dawn of either radio or television? Did anything actually get resolved?

Yes. The cornerstones of NACB's year of operations (the regional conferences, the radio and television handbooks, the awards programs, U Network, NACB OnLine, the National Conference) clearly asserted that more than ever, students today need to stay focused on the nuts and bolts of content and creativity. Which brings us back to CB and this Year in Review Issue.

CB has urged and encouraged for six years that students strive to create, and be provided the tools to innovate. This issue repeats the same message from Dana Atchley to Chuck Sherman. Looking ahead, past the technological possibilities, we urge you to recommit to excellence. The work you produce today will impact your future.

I hope to see you at one of NACB's Regional Conferences (see page 6).

— Mark MacLeod

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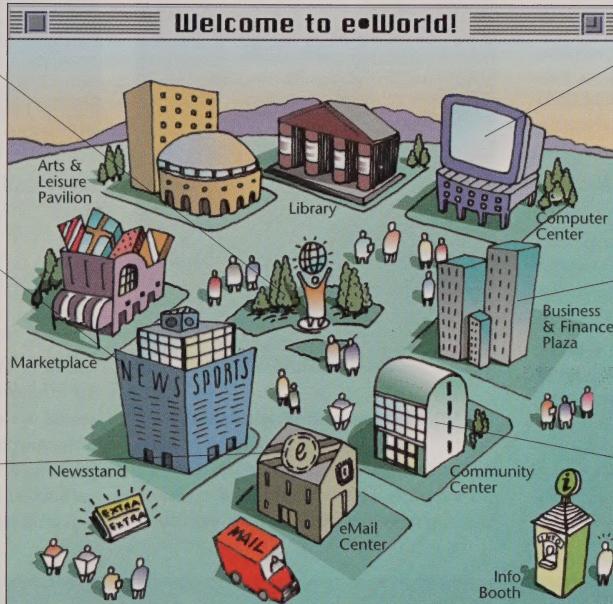
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station news

KUSF had kids in October!

KUSF's Community Crusade during October culminated on Halloween, when the 90.3 FM airwaves were turned over to San Francisco youth. The listening audience was treated to a dozen guest DJs who won slots to spin discs in the KUSF control room all day, from 7 am to 6 pm.

KUSF air personality Jet produced the all-day-on-air special, "Kids Unleash Station Frenzy". "I don't know who had a better time, us or the kids," said Jet, whose KUSF New Music show airs Thursdays from 9 am to 12 noon.

The station promoted the work of local nonprofits Culture on the Corner, Legal Services for Children, the Bridge for Kids,

and Raphael House, all in support of the youth cause. Pictured below are Brad and Bret with their favorite sister, DJ Jet.



KULV hosts football playoffs live

On November 15, 1994 KULV, the University of LaVerne's radio station, sponsored a playoff party in the school's student center. The University's football team won their

second SCIAC championship and flew to Minnesota for the first playoff game. KULV sent two sportscasters to the game by selling \$3,100 in advertising. The game against St. John's football team was broadcast live. KULV provided Subway sandwiches, pom poms and sipper cups free to everyone who came to listen to the game.



Berry College gets a face lift

Berry College, home of NACB member station TV-10 has begun transforming what used to be shops and stables into a state-of-the-art communications center. The Laughlin building, constructed by students in 1932 and 1933 with Berry-produced brick will house a training center for students studying to become professional writers, journalists, performers, photographers, producers, directors and business communicators. Part of the renovation will include space for a multi-media teaching facility.

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industry news

NATPE's Philip Corvo dies

Darkness fell upon the industry this past year with the passing of former NATPE President, Philip Corvo on December 24, 1994. With a career that spanned nearly a half-century, Mr. Corvo was instrumental in building NATPE into a worldwide organization. Mr. Corvo's lifetime was an inspirational legacy to the next generation of media leaders. As one of the many fortunate to have benefited from Mr. Corvo's innovative spirit, the entire NACB membership mourns the loss of a leader, mentor and friend.

Republicans = change?

The Republican Congressional shift may have some lasting effects on the telecom-

munications industry. Sen. Larry Pressler (R-SD) predicts that a more pro-competitive and deregulatory atmosphere will soon be upon us. Some proposals affecting the industry are: removal of foreign and domestic ownership restrictions (possibly hastened by NBC's current legal challenge to Rupert Murdoch), elimination of federal funding for the Corporation for Public Broadcasting, and review of standards affecting minority broadcasts.

New networks launch

Warner Bros. and Viacom-Paramount and Chris Craft/United have each entered new offspring into the broadcast world. WB Television, with its mascot Michigan J. Frog, launched on January 11th, and UPN (United Paramount Networks) followed suit on January 16th. Both networks are likely to have some impact on Fox and CBS's attempts to woo a younger and more urban audience. How much of an impact they will have remains to be seen.

Students train for video production jobs at 1996 Summer Olympic Games

The 1996 Summer Games in Atlanta will reach an estimated 35 billion people. To meet the need for personnel that this

level of broadcast production requires, Atlanta Olympic Broadcasting (AOB), a division of the Atlanta Committee for the Olympic Games has developed a program between AOB, Clark Atlanta University, and Panasonic to train as many as 1200 students to fill broadcast production positions. Students from more than 40 colleges and universities throughout the southeastern US will be able to train and cross-train for every production task. In addition to having the opportunity to do paid production work in the Games, the students earn academic credit toward their individual degrees.

Laurie Anderson slated to begin tour

Former NACB Keynote speaker Laurie Anderson will begin a worldwide tour on February 6, 1995 in Seattle. THE NERVE BIBLE will be Laurie's first major multimedia performance in nearly five years. Her new album, BRIGHT RED is out on Warner Brothers Records. For tour info: <http://www.voyagerco.com> nervebible@voyagerco.com alt.fan.laurie.anderson

Sources: NACB Reporters, FCC publications.

CONFERENCES + EVENTS

february

- 11-14 National Religious Broadcasters (NRB) 52nd Convention and Exposition, Nashville, TN. 703-330-7000
- 24-27 National Federation of Community Broadcasters (NFCB) Annual Meeting, Albuquerque, NM. 202-393-2355

march

- 17-19 NACB Western Regional Conference for Student Electronic Media, Los Angeles, CA. 401-863-2225
- 22-25 AERho National Convention, Atlanta, GA. 717-872-3996

april

- 1 NACB Mid-Atlantic Regional Conference for Student Electronic Media, Mahwah, NJ. 401-863-2225
- 7-10 Broadcast Education Association (BEA) National Conference, Las Vegas, NV. 202-429-5355
- 10-13 NAB Annual Convention, Las Vegas, NV. 202-775-3527
- 21-22 NACB Southern Regional Conference for Student Electronic Media, Athens, GA. 401-863-2225

NACB news

Executive Board elected at National Conference

The following individuals will serve on the 1995 Executive Board:

Holly Beretto

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Jim McCluskey

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The Western

Networking: The Right Connections

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When: March 17-19, 1995

*Where: Sheraton Universal Hotel,
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The Mid-Atlantic

When: April 1, 1995

Where: Ramapo College, Mahwah, NJ
What: Informal chats with media giants, tips on improving your station, career opportunities and more!

The Southern

*Tuned In: Continued Relevance for Student
Electronic Media*

When: April 21-22, 1995

Where: University of Georgia, Athens, GA
What: Strategies for success, ways to increase service, job prospects, and contacts, contacts, contacts!

For more information call Kristine at 401-863-2225, fax 401-863-2221 or eMail nacb@aol.com

nacb's 1994 national award winners

Winners are listed first in bold, followed by runners-up.

1994 National College Radio Awards

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Illinois State University, WZND FM, Sleepless With Ceil

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Hofstra University, WHRU FM, God's Spies

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University of California, Berkeley, KALX FM, The Hugo Ball Show

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University of Evansville, WUEV FM, Len Clark
University of San Francisco, KUSF FM, Steven C. Runyon

NEWS REPORTING

Mississippi State University, WMSV FM, Habitat for Humanity
University of California, Berkeley, KALX FM, Straightjacket

ON AIR PROMO/PSA

Hofstra University, WHRU FM, Dollars for Digital Marathon Promo
Chabot College, KCRH FM, Cool Country Promo

PROMOTION/MARKETING CAMPAIGN Sponsored by Intered

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Emerson College, WERS FM, Live Music Week

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Hofstra University, WHRU FM, Beaches Vs. Buildings

SPORTS

Marshall University, WMUL FM, Marshall U vs. U of Delaware
Western Connecticut State University, WXCI FM, Western vs. Tufts

STATION OF THE YEAR

University of Texas, KVRX FM, Austin
University of Minnesota, Radio K, Minneapolis

1994 National College Television Awards

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Emerson College, EIV, Brian's Room

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University of Minnesota, Juggernaut: Uncensored
Emerson College, EIV, The Face of Human Security

DRAMA

Brooklyn College, Hard Wired
Regent University, The Party

EDUCATIONAL

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Integrating Media and Instruction**
City College of San Francisco, CCSF Telecourses, Byzantine Art

EXPERIMENTAL Sponsored by The Cartoon Network

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Robert Ashley's Empire

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Mississippi State University, LPTV, Believe

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Colorado State, CTV News

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City College of San Francisco, CCSF Telecourses, Telecourse PSA

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Ithaca College, ICSV, Talkback

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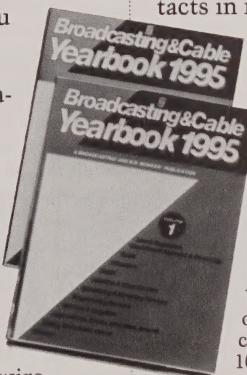
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What was the biggest event at your station in 1994?

What is the biggest event planned for 1995?

TELEVISION

CABLE 8 Productions Washington State U

"Our biggest production in 1994 was called Center Stage. It was a live program similar to MTV Unplugged. Some of the bands that performed were Inflatable Soul and Posies. We have several new productions scheduled for 1995, like a game show, sketch comedy, and one involving investigative reporting. Basically we just keep getting bigger and better. We have been selling more advertising time, and can now afford to pay our sales people a commission."

— *Patrick Brown*

UMTV-12 Cablevision U of Mississippi

"Two things really put our station on the map in 1994. First, we supplied coverage all over the southeast for the first recorded kidnapping here. Our information and video was seen throughout the country, and featured on America's Most Wanted. Second, we were the first to have information on the NCAA's ruling to put a 4 year probation on the University of Mississippi's football team. We just began our 1995 Coaches' Show for the University Women's Basketball team, which is ranked 16th in the nation. This program rivals the professional shows covering ladies' basketball. Basically, 1995 means continuing to do the most with the little that we have."

— *Jerry Strickland*

WETS Cable TV East Tennessee State U

"In 1994 we were really proud of the fact that a number of our original productions aired on several stations throughout the area, including the public station. We are preparing to be re-accredited in 1995, so we're beefing up our college newscasts by adding more packages, and making the whole thing more professional looking."

— *Jason McCoy*

RADIO

KTCC-FM Colby Community College

"One of the biggest things was making it to the finals for the NACB National Student Radio Awards in the DJ Personality category, and accompanying four students to the NACB National in Rhode Island. It was quite a long trek from Kansas! In 1995, we are planning to increase the number of entries, and we are trying to raise more money, so that more students can attend the National in 1995."

— *John Burlew*

WZND-FM Illinois State University

"In 1994 we had our Springfest, where we gave away stuff for our school and also Lollapalooza tickets. We also had a silent auction, where all the proceeds went to charity. For 1995, we hope to be sponsoring several bands in different clubs. One of them will be Material Issue."

— *Michael Madzinski*

WCBN-FM University of Michigan

"Our biggest events in 1994 included various club events and an outdoor 2-day festival. One of the biggest events that we have planned for 1995 includes a Maceo Parker concert in March, in a 2,000 seat theater."

— *Dolby Blanchard*

Sound Off samples the opinion of College Broadcaster readers on each issue's editorial theme.

NACB INTERNSHIPS

NACB's Mass Media Internship Program allows interns to take advantage of a transitional experience between college classes and professional media. NACB offers a hands-on approach to interning by assigning tasks requiring independent work and by placing the intern in a creative team environment working on member services which include a trade publication, a satellite programming distribution network, student electronic media conferences and an awards program for student producers.

Categories

Member Services Assistants to facilitate continuity of member services, Programming Assistants to support the national distribution of student productions, Publications Assistants to work on production of in-house publications, Corporate Relations Assistants to generate & maintain corporate support, and Executive Assistants to facilitate activities of the Organization.

Requirements

Some experience in college radio and/or TV station operations is strongly preferred. Computer literacy (Macintosh environment), in particular database management, will be considered a definite asset.

- Applications should include a resume, cover letter and appropriate written materials.
- NACB Internships require a minimum of 10 hours per week.

Deadlines

Applications are accepted on an ongoing basis at: NACB Internships, 71 George St., Providence, RI 02912-1824.

Questions

Mark MacLeod at 401/863-2225.

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all hail Denmark!

THE STUDENTS WHO TRAVELED BOTH

FAR AND WIDE TO GET TO N'94,

AND WHO PERHAPS MADE THE MOST

LASTING IMPRESSION ON THOSE

IN ATTENDANCE WERE THE DANES.

RADIO ENERGY AND ENERGY TV

ARE PERFECT NAMES TO DESCRIBE WHAT

IS REQUIRED AND WHAT IS PUT OUT BY

THESE MEMBERS FROM ABROAD.

RADIO ENERGY

Radio Energy began in February 1987. The station follows a Modern/Alternative/Hard rock format, and broadcasts 100 hours per week. Operating from the Technical University of Denmark (DTU) in Copenhagen, Radio Energy is the 35th largest radio station in the country.

Everything they do is based on surveys among the students at DTU. Most of the students tell the station that they want information and news originating from the University. Because of their size and location, Radio Energy has little trouble interviewing individuals like the Minister of Education, the Minister of Science, and of course any rock star or group touring Copenhagen.

The music played on the station is mainly selected by computer so that the Music Director (Jonas Johansen) can secure airplay of certain numbers. Their current playlist includes Stone Roses, Live, Pearl Jam, Veruca Salt, MC Einar and Offspring.

Radio Energy reaches about 69% of the student population within a week. They co-operate with two other university radio stations in Denmark (U-RADIO from the University of Copenhagen and Radio CBB from Copenhagen Business College).

ENERGY TV

After seven years of success with radio, a group of young people from RADIO ENERGY & DTU started the first university TV station in Denmark.

Since April of 1994, Energy TV has been broadcasting one hour every Saturday on a 2KW UHF transmitter. Eventually they hope to be connected to the entire campus by cable. There are more than one million potential viewers in Copenhagen and its surrounding suburbs. By now, more than 400,000 people are watching the channel every week.

Being the only university television station in Denmark, the programs on ENERGY TV are focused on problems that concern all students, with particular attention to those at DTU. Additional programs include the monthly movie review "Filmkogerent". Eventually, the station plans to develop its cooperation with teachers, and other student departments at DTU. They also want to be the first to release scientific results from the institutes at the university. The 25 volunteers that staff ENERGY TV say that they have been saved "more than once" by programs from American student stations. It is their hope that this exchange of programs will work both ways in the future.

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lookin' back

You've been there, you've done it, some of you even bought the shirt! The 7th Annual National Conference of College Broadcasters was definitely one of the biggest events happening in the world of student electronic media during the month of November.

Exchange: Students • Media • Ideas was about doing just that. Where else could over 600 students, professionals and faculty have come together to share experiences, educate one another, and discuss the issues affecting the future of the industry?

The National '94 served as a milestone for NACB in several ways. First, the move to the Rhode Island Convention Center reflected growth in terms of the size of the organization, and more importantly in our goal to bridge the gap between the academic and professional realms of the industry. Introducing students to such facilities plays a small part in preparing them for events they may encounter in the future. Second, the introduction of seminar tracks and Technology Frontiers assisted us in our attempts to fulfill member requests of providing a more focused series of topics, as well as advancing our coverage of new media technologies. Finally, our keynote address by Dana Atchley was indicative of the many paths one may follow on their journey through life, and of the never-ending boundaries one may push to create, develop, and express one's own stories.

November 12, 1994 NACB National Conference, Rhode Island Convention Center

I listened to this line-up of very famous people (former keynoters) and realized you're probably all wondering who the hell is Dana Atchley. You'll probably find out more than you ever wanted to know by the time I finish this presentation. I think one of the reasons why I'm here and why I'm glad to be here is to really illustrate... now that we've got these great new tools, what do we do with them? For those of you in television, you might be interested to know that what you saw was shot on Hi8, edited on Macintosh, and played back using QuickTime — all done using Macintosh. This is not a show about technology but about what you can do with technology.

I never get tired of watching [home] movies. My father would watch these movies and say to me with obvious affection, "You were so cute then." Which is what every parent says about their young child, but I was wondering what he was really thinking. I mean he must have been really dumfounded that his only son, his first born, Ivy League graduate could possibly be wandering around the country at age 30 calling himself the Colorado Spaceman. This is not what my father had in mind. This is not what he figured I went to Dartmouth for.

My father was a ham radio operator. Dad wanted to talk to as many people in as many countries around the world as possible. The thing that always interested me though was the fact that once he made contact with people all he was really interested in was the height of their antenna or the strength of their signal. My father and I started a little business adventure once when I was younger and my father took me aside and said "I want to get one thing straight with you." And I said, "What's that?" He said, "You like entertainment. I like antennas." And finally Dana, Jr. and Dana III understood each other. But of course, what good is one without the other. Which might be also said, what good is technology without the story?

When I was seven my uncle gave me a brand new Brownie twin lens reflex camera. It changed my life. I have every image that I have taken since I got that first camera. This is compulsive, I know. So, I have to say, I was very happy when multimedia came along and I could then start putting all of this stuff together. I see Next Exit as a prototype of the electronic family album. I mean, what are we going to do with a generation of people who shoot more footage of videotape before the baby is born than my grandfather shot in his whole lifetime. How will we put that together? How will we share that with friends and future generations? This is an intriguing question.

continued on page 24

Being named Station of the Year was an amazing experience. The Daily Texan's front page story of our newfound FM status began with these words: "After being named the top college radio station in the nation Saturday..." Finally, after six years of working for a small but devoted audience of alternative-minded people who have cable television (how many people like that can there be?), the staff felt recognized and appreciated. We must be doing something right.

The administration was also impressed with our accomplishment. Besides that, it was especially satisfying to share the news with our especially critical Student Government. My parents got to brag to all their friends. Overall, it was a very enjoyable experience. I recommend it. Which brings me to the reason for this article. I want to let you know that the glory, the fame, the power can be yours — all you have to do is apply.

You might ask, "What do I include in our entry, how can I possibly represent our station with a finite set of materials that will fit in a cardboard box?" This is not an exact science. There is no formula, but some general guidelines about what to include do exist:

- Descriptions of the types of programming that you do (DJ shows, newscasts, community programming, talk shows, etc.) and how these reflect the creativity and diversity of your station.
- A copy of your station's handbook(s)
- A 5-10 page letter

The letter is perhaps the most important element. It is your chance to explain what makes

your station different. All stations have programming and handbooks. How does your station serve as a model for others? Include examples of how your station went beyond the day-to-day operations of college radio and worked to a larger goal.

- Did your station face a challenge to its programming, management or staff? How was this handled?
- Did your station make a concerted effort to help the community?
- Did your station set goals

for improvements, work toward and/or reach them?

- Has your staff made sacrifices in the name of excellence? Is there a programming or management concept that was supported by compromises and cooperation of the staff?

The contest entries aren't due until June 15, 1995, but you could start collecting materials now. Keep an eye out for the Contest Entry Poster, which lists more information.

This article might seem crazy to some. Why give our secrets

away? Why educate other stations when I can increase our chances for a repeat victory by laying low and keeping quiet? I want KVRX to win Station of the Year again, but I want our application to be chosen from over 350 member applications. We don't want to be the best of the few that apply, we want to be the best of all.

Good Luck. See you in Providence at the National '95!

by Carol Teixeira, KVRX Station Manager, Austin, Texas

WHAT YOU TOLD US...

After attending the last three national conferences, and participating in panel discussions, I have come to realize that it is always important to find out what is working, what needs work, and what does not click anymore. The biggest fear in an organization like NACB is that of losing touch with the people you are trying to serve. The National '94 marks the debut of using exit surveys for individual seminars.

We know that at least 73 people filled out surveys at the Tips & Tricks for Interviewing seminar, although we didn't have enough forms for the standing room only crowd. Positive comments were easy to come by, and here are just some of the many; "I feel he (Henry Santoro) did a very good job describing the do's and don'ts of interviews," and "I feel that professionals sharing their trials and errors is helpful..." One person offered constructive criticism by writing, "Probably should have been more on technique rather than personal background". The seminar on Talk Shows received mixed reviews. Comments like "Keep this seminar around" or "...the session frequently degenerated into debates of topics that had no relevance whatsoever to radio talk shows..." were prevalent. Media & Politics was referred to as "very interesting", especially with the panelists involved. Unfortunately several individuals also commented on the lack of attention devoted to students (as opposed to faculty) during the question and answer period. One attendee suggested that while the seminar was "well done", perhaps "fewer panelists would allow more time for dis-

cussion". The session on Documentary and Independent Programming was the most highly rated session of those we surveyed. We only received 14 completed surveys, but among them were comments like, "They were very inspirational, and motivating", "These panelists were great, bring them back!", and "Excellent presentation". In a similar fashion, comments such as "Great panelists" and "Great view of what Nickelodeon and Cinemax are doing" adorned the On Air TV Promos session. More critical responses included "What can we use at our station?", and "More information on what to do for our station would have been nice".

From a "hands on" perspective, we know that more than seven people showed up for the air check session with Oedipus, but that is the number of surveys returned. Indicative of the comments overheard at the end of the session were "Very direct — very informative, almost impersonal", "Excellent introduction to the real world of broadcast and talent rating".

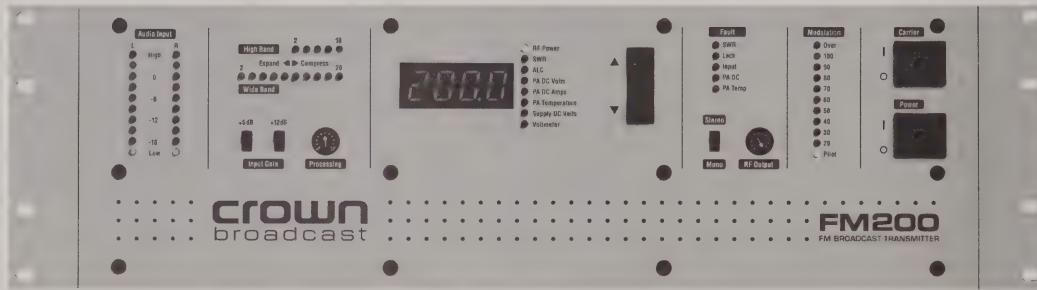
There are many more comments than we have room to print. Hopefully these paragraphs presented you with a well rounded look into the impressions of the eight seminars we surveyed. As with any suggestion made, NACB keeps comments on record in the hopes of providing its members with greater service. The surveys will continue at the 8th Annual Conference in November 1995.

by Drew Jacobs, Program/Operations Manager,
WBZC-FM, Burlington County College

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these are
a few of my
favorite
things

I've been asked to steer this test drive on a theme, so I'll get right to it. Some of the best developments to come along in 1994 that I think move us closer to superior video beings, in no particular order are:

The release of the PowerMac. The release of the 6100, 7100 & 8100 didn't prove to be an optimal solution for digitizing needs in professional quality digital video, but they point in the right direction. Later this year, an important change is slated for the expansion slot from NuBus to Peripheral Component Interconnect (PCI); dramatically higher video throughput speeds will become possible.

The Newton Message Pad 110. The much bashed Newton managed to capture and hold 75% of the Personal Digital Assistant (PDA) market. The release of 110 increases battery life and RAM. This little gizmo grew into another addition for the video producer's tool box.

QuickTime 2.0 and the subsequent releases of the Apple Multimedia Tuner, the elixir required to stamp out those little buggy like things that shipped in the box. While many thought 2.0 didn't contribute much to the mix, I don't agree. QT 2.0 has increased frame rates with better compression. With MIDI and SMPTE capabilities added, you could say, it was all about time.

Adobe Premiere 4.0 has taken another step closer to its higher-end digital video editing cousins. It also spawned a sibling 4.0 release for Windows. Sporting enhanced EFX capability, faster rendering times, and new third party plug in support for enhanced machine control with Video Toolkit Plug In Pack.

MYST — the CD-ROM was a breakthrough in digital publishing. Not only did it break all previous CD-ROM sales

records but it also broke away from the all too frequent violence directed theme and launched a welcomed trend toward exploration titles. Another release to provide a similar exploration experience is *Explora 1: Peter Gabriel's Secret World*. *Explora 1* was produced by Peter Gabriel and Steve Nelson of Brilliant Media. This title launched a new genre in music videos.

Director 4.0. MacroMedia finally released this long overdue version. Director still remains the must have authoring tool on the Mac with a cousin for Windows.

Netscape is a dynamic addition to browsers for the World Wide Web. Netscape Communications is made up largely by the original developers of Mosaic and founded by James Clark, who founded Silicon Graphics Inc. Its features are great, enhanced graphics handling and it includes Newsreading.

Significant price drops in the cost of massive storage devices.

Phillip Palumbo teaches at Rhode Island College. He is also a member of NACB's U Network Advisory Board.

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NACB Gopher

For those of you who are internet literate and have internet access just type in: gopher rodent.cis.umn.edu 11152. You'll get a look at what's going on and see what's been added. NACB's also looking for a computer guru or two to begin the process of adding material to this site, and moving on into other online communication tools. If you are interested in joining the Student Media OnLine (SMoL) Working Group to help build new online services for student electronic media (SEM) contact NACB@aol.com.

CB on EWORLD

Those of you using EWORLD, Apple Computer's relatively new on line service, can now check out a digital version of College Broadcaster. NACB has reached an agreement to include CB in the College Life area of EWORLD's Arts & Leisure Pavilion.

The online version of College Broadcaster will contain many of the same topics and features as the printed magazine. However, the ability of the digital version to be changed at any time will assist in providing more immediate news and reviews to EWORLD visiting netizens. If you have not scouted EWORLD, you'll find a 10 free hour coupon elsewhere in this issue to aid your investigation.

KJHK on the Internet

University of Kansas station (and NACB Station of the Year 1991-92) KJHK-FM has put its 24-hour daily signal on the World Wide Web of the Internet. The station is among the first to begin "netcasting" by setting up "home pages" over the Web. Currently, KJHK's listener base is centered around Internet subscribers at government and educational institutions equipped with high-power Macs with audio capabilities.

If you still haven't checked out **STUDENT MEDIA FORUM**, NACB's Computer Listserv Network, you should! Communication between stations is at an all-time high. It's easy to get instantaneous access to student broadcasting information and get solutions to problems from your peers. Or put in your playlists, describe new shows you've produced that are available for exchange or re-broadcast at other stations, successful promotions other stations could try, a big news story happening in your area that other stations could call you to get recorded audio about, or simply to share ideas.

Subscribing to the computer network is free to any NACB station or individual member. Just get a computer account on your school's system in order to take part in the NACB electronic discussions via the BITNET system. To subscribe, address your e-mail to: LISTSERV@GWUVM.GWU.EDU

Your e-mail should include the following one-line command:
Subscribe NACB yourfirstname yourlastname

Once the listserver acknowledges your subscription and adds you to the list, send all your e-mail to post on the NACB listserver to: NACB@GWUVM.GWU.EDU

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legal

EDITOR'S COMMENT: IN THE LAST ISSUE OF COLLEGE BROADCASTER, THE LEGAL COLUMN WAS INADVERTENTLY CUT OFF BY AN ADVERTISEMENT, AND SOME OF THE TEXT THAT DID APPEAR CONTAINED ERRORS. THEREFORE, THE PREVIOUS LEGAL COLUMN IS BEING PRESENTED IN THIS EDITION.

Q May we pay commissions to students that obtain underwriting commitments? We understand that NPR pays commissions to their underwriting solicitors?

A NACB recently asked the FCC for a Letter Ruling on this topic. Unfortunately the FCC response was that they did not have the staff to devote to issues such as these. However, the FCC's refusal to address these matters does not mean such actions are permissible. I would strongly advise non-commercial stations to enter into such financial arrangements with great caution. NPR is a program producer and supplier. Since NPR is not the licensee of a broadcast station, they have the liberty to offer commissions in these instances without the risk of violating FCC policy. With respect to non-commercial broadcasters, although Section 73.503(d) does not specifically prohibit the payment of commissions on underwriting solicitations, the spirit of the rule prohibits the receipt of any consideration to a station's employees, including volunteers. At a minimum, underwriting commissions could be viewed as "salary", which is permissible. I would recommend that the commission be minimal, and that the substantial majority of the underwriting support go towards the station's operations.

Q Our school administration wants us to deposit our underwriting collections into the school's general bank account so that there can be documentation of the money collected.

We are afraid that some of the money will then be diverted for general school support. Do you have any advice?

A For documentation purposes, it is probably a good idea to deposit the funds into an account. The federal government and many states have increased the documentation requirements for non-profit entities. However, if the school diverts any of the money for things that do not directly support the broadcast station, the FCC rules would be violated. For example, if the school wants to use some of the money to defray the cost of the utilities or insurance for the station, that would be permissible. However, if some of the money is diverted to help support the school's football team, that would be impermissible.

Q Our college operates a low-power broadcast TV station, which is also carried on the local cable systems. Our student productions often use published music, published text, footage from movies and old TV shows, and local talent. Several questions arise: (1) do we need an ASCAP/BMI license?, (2) can we use small amounts (10 seconds) of old TV shows without risk?, (3) should we get written releases from the local talent?

A Any college broadcast production that results in the show being broadcast, retransmitted or exhibited in any manner outside of the classroom would require appropriate permissions for the use of copyrighted music, movies and TV shows. ASCAP and BMI offer blanket music performance licenses for these very purposes. You must also contact the movie and TV show distributors for written permission to use their works. There is no minimum amount of music or footage that may be used without prior permission. This is an old fallacy — any use of copyrighted music or footage requires prior permission. Finally, with respect to obtaining releases from local talent, it is a good idea to obtain a simple general release that would permit the redistribution and sale of the work without prior permission or further consideration to the actor or actress.

Q Our underwriting solicitors are trying to sign up businesses for 15-second and 30-second underwriting spots, just as commercial stations sell advertising spots. Is this permissible?

A Not exactly. Although the FCC has not set any specific time limitations for underwriting announcements, a recent

FCC ruling clearly indicates that the longer it takes to identify an underwriter and his services, the more the announcement becomes promotional. Underwriting solicitors should not guarantee anyone a specific amount of air-time in exchange for their financial support to the station. As a general rule, if an underwriting spot takes longer than 15 seconds to announce, it is likely to be too promotional. Except for extreme circumstances (such as when the announcer must give lengthy travel directions), any underwriting announcement that exceeds 15 seconds should be withheld from broadcast until the copy is shortened.

Q Our radio station recently advertised for new "salespersons" in the university newspaper and the local weekly newspaper. All along we knew that the position was for underwriting solicitation, not sales. Can we get in trouble with the FCC for advertising for salespersons by mistake?

A No. What you do off-the-air is of no concern to the FCC. So long as the station and its employees and volunteers comply with the FCC's rules for on-air underwriting announcements, you can give your staff any kind of title they wish — whether it is done on purpose or by mistake.

Cary Tepper is a communications attorney with the firm of Meyer, Faller, Weisman & Rosenberg in Washington, D.C.

As NACB's legal counsel, Mr. Tepper will respond in this column to selected questions submitted to him in writing to: NACB Legal Column, 71 George St., Providence, RI 02912-1824. Even questions we cannot print in the column will be answered. If you think that you may need to contract the services of a communications attorney, Mr. Tepper can be reached at 202/362-1100.

Of course, not every legal situation is the same, and Mr. Tepper strongly advises that you call NACB concerning your particular case before taking any legal advice. If you think your station's operations may be in violation of any FCC, federal, state or local regulations, please contact your attorney or consultant for specific advice.

the year

1994: FOREVER REMEMBERED AS THE YEAR OF TRIUMPH FOR THE OLYMPIC GAMES (AND DAVE'S MOM) IN NORWAY, THE YEAR OF TRAGEDY WITH THE LOSS OF LEGENDS LIKE JACQUELINE KENNEDY ONASSIS, CAB CALLOWAY, DINAH SHORE, RAUL JULIA AND KURT COBAIN, AND THE YEAR OF TABLOID TRASH COVERING THE LIKES OF TANYA AND NANCY, MICHAEL JACKSON, SUSAN SMITH AND OF COURSE, O.J. SIMPSON.

THESE INCIDENTS STAND OUT WITHIN THE MINDS OF MANY INDIVIDUALS WHEN THEY CONSIDER THE REALM OF LIFE EMBRACED BY ELECTRONIC MEDIA OVER THE PAST 12+ MONTHS. YET TO SAY THESE WERE THE MOST SIGNIFICANT EVENTS AFFECTING OUR VIEW OF THE INDUSTRY AND THE WORLD, IS MISLEADING.

1994 SAW CHANGE, AND CONVERGENCE BETWEEN EVERY MAJOR FACET OF THE INDUSTRY. THE MEDIA LANDSCAPE IS NOW SPREAD ON A CANVAS WOVEN BY NEW DEVELOPMENTS IN AFFILIATE AND NETWORK RELATIONS, DEREGULATION, AND THE EVER POPULAR INFORMATION SUPERHIGHWAY. WHAT DOES THIS MEAN FOR THE FUTURE? WE ASKED INDUSTRY LEADERS FOR THEIR PERSPECTIVES.

"1994 proved to be the year that the entertainment industry, telephone industry, and computer industry finally realized that their industries no longer exist. The communications industry, which encompasses all these formerly separate industries was finally acknowledged. All the old barriers are now gone: Hollywood talent agencies make deals with computer giants, Disney agrees to create software for phone companies, and cable companies announce they will deliver phone service.

With all these changes, the key word is Interactive. Interactivity has spawned the giant growth of on-line services, which is being dwarfed by the growth of Internet, while the growth of CD-ROM machines exceeds that. Where will the future lead? No one knows yet. But the whole communications industry — from Hollywood deal makers, networks, and movie studios, to Silicon Valley computer firms and Fortune 500 telephone companies is hedging its bets by investing in on-line services, CD-ROM, and Interactive TV."

— **Steve Klinenberg** Director of New Business Development, Digital Facades; NACB Co-Founder and Board of Trustees member

"We begin the new year on the cusp of an exciting new era. The global communications evolution now underway has forever changed the techniques used to receive and process day-to-day information.

As I look back on 1994, a few amazing technologies emerged that undoubtedly will shape this business for years to come:

- Digital Compression Technology that enables greater channel capacity and viewer choice;
- Direct Broadcast Satellite (DBS), while not new is more affordable, and recent developments have reduced the size of the satellite dish to something slightly larger than a dinner plate;
- The development of the full service network will transform television viewing into an interactive form of communication.

While these advances continually alter our industry, the fact remains that these developments help us communicate better and entertain more skillfully, which is what our business is all about."

— **Michael Fuchs** Chairman/Chief Executive Officer, HBO; NACB Advisory Board member

"The upgrading of telecommunications in this country will have a tremendous and powerful impact on the way we live our lives... People will discover that finding information on a computer will be infinitely easier than programming a VCR today... The information superhighway will be one of the great technological developments of the 20th century... But someone will still have to fill up the highway. It won't be a new entertainment form, but a more sophisticated version of what exists now... The cost of making movies is going to come down. More filmmakers are going to be able to tell bigger stories... thanks to digital technology... But computers or no computers, movies will always be about storytelling."

— **George Lucas** Founder, LUCASFILM LTD; NACB Advisory Board member

Note: Mr. Lucas is currently taking a writing sabbatical to work on Star Wars. These quotes were taken from an interview with the Wall Street Journal in March 1994, and sent to College Broadcaster by LUCASFILM LTD.

in review

"For traditional broadcasters, two significant events occurred in 1994: (1) the FCC authorized numerous AM stations nationwide to relocate to the new AM Expanded Band (1605-1705 kHz) and (2) digital technology has been refined to permit FM stations to transmit text and other data communications along with their normal broadcast signal.

During the past few years, some of the most innovative programming has emerged on AM radio, which has helped that broadcast service regain a marginal level of public acceptance and profitability. As more AM stations commence operations on the New AM expanded band, listeners will notice signal improvements on many other AM stations on the traditional portion of the AM dial. Slowly AM radio is making a comeback, which is good for the entire industry (including a growth in entry level jobs for aspiring broadcasters and managers).

The development of a digital data transmission capability for FM broadcasters not only provides enhanced revenue and job growth, but also reshapes the role of FM broadcasting along the new Information Superhighway."

— **Cary Tepper** NACB Advisory Board Member and Legal Counsel

"A minority of people live through a change of century, a tiny percentage through a new millennium. But we will experience this change in six years (it arrives on January 1, 2001, not 2000). The key word is change. Nearly all current radio/TV majors will be working in the commercial world, replaced by people now in junior high and high school. What will they study?

Direct Broadcast Satellites, this new delivery system now in startup? Direct Audio Broadcasting, AM and FM obsolete? Will spectrum space exist for college radio? What about fiber optics and the projected battle among corporate giants for interactive entry into every household?

Which individuals will succeed? The creative people? Or the business majors? Or an amalgam of all? Will people expert in a variety of disciplines become the 21st Century survivors? Are you prepared?

— **Ronald Pesha** NACB Faculty/Staff Advisory Board member

THE PURPOSE OF LOOKING BACK IS TO RECOGNIZE WHAT YOU HAVE LEARNED, IN ORDER TO PREPARE FOR WHAT LIES AHEAD. ALTHOUGH THE FUTURE WILL ALWAYS FLUCTUATE WITH UNCERTAINTY, IT REMAINS IN THE BEST INTEREST OF THOSE INVOLVED IN COMMUNICATIONS TO TRY AND PREDICT WHICH PATHWAYS ARE BEST TO FOLLOW. THE CHANGES THAT HAVE, AND WILL CONTINUE TO TAKE PLACE WITHIN THE REALM OF ELECTRONIC MEDIA UNDOUBTEDLY LEAD TO MANY NEW AND EXCITING OPPORTUNITIES. THE KEY TO SUCCESS LIES IN PUSHING NEW BOUNDARIES FOR BOTH YOURSELF AND THE INDUSTRY WHICH YOU CHOOSE TO BE A PART OF.

Pathways to Success

AS
THE SENIOR
VP OF NAB'S
TELEVISION DEPART-
MENT, CHUCK SHERMAN IS
ONE OF MANY INDUSTRY LEAD-
ERS ABLE TO OFFER A UNIQUE PERS-
PECTIVE ON EVENTS THAT MOVE TO
SHAPE OUR WORLD. AS AN ADVISORY
BOARD MEMBER OF NACB, HE STANDS OUT
AS SOMEONE WHO FULLY SUPPORTS THE STU-
DENT'S EFFORT TO SHAPE THEIRS.

CHUCK'S TENURE WITH THE NATIONAL ASSOCIATION OF BROADCASTERS BEGAN IN 1988. HIS ACTIVITIES WITHIN THE INDUSTRY HAVE INCLUDED SERVING AS PRESIDENT AND GENERAL MANAGER OF WHOI-TV IN PEORIA, IL, CHAIRING THE NAB RESEARCH COMMITTEE, AND A SEAT ON BOTH THE ABC AND CBS AFFILIATE BOARDS. HE IS CURRENTLY A BOARD MEMBER OF THE NATPE EDUCATIONAL FOUNDATION, AND THE ACCREDITING COUNCIL ON EDUCATION IN JOURNALISM AND MASS COMMUNICATIONS. ALTHOUGH THE PAST FEW MONTHS HAVE SEEN HIM CONSTANTLY ON THE MOVE, MR. SHERMAN MANAGED TO TAKE SOME TIME TO ANSWER QUESTIONS REFLECTING BOTH PERSONAL AND PROFESSIONAL ASPECTS OF THE INDUSTRY.

CB: What influenced you to become involved in communications and broadcast media?

CS: My family background includes the motion picture and theater industry. An extremely strong influence was my tour of duty in the US Army in the 1950's. Armed Forces Radio was my first broadcasting experience. From there my interest grew.

CB: As a Board member of the NATPE Educational Foundation, what do you feel is the most important goal of the Foundation, and what do you feel those involved in education should strive for?

CS: The most important goal of the Foundation is to seek ways to provide better professional training and education for programming specialists. Those involved in education should strive for excellence in themselves and in their students.

CB: Both NAB and NACB have a goal to advance the future of electronic media. Where do you feel these organizations cross over, and how may they work together to further this goal?

CS: NACB's activities and services provide students with insight on what the industry is like. Involvement with college television and radio stations gives students a hard look at the discipline required to become involved with the industry. Such experience early on is helpful for NAB members as students move to higher levels within the industry. They have already received a much more realistic picture of what the industry is like, and have recognized that hard work, and real planning is required for a successful career.

CB: In terms of the reformation of communications media, what do you feel was the most significant event of 1994 affecting the industry? What does this mean for the years to come?

CS: Digital. Digital broadcasting will significantly change the industry as it now stands. It will totally expand opportunities available within the broadcast industry. Not only will we be able to deliver a primary signal, but many others including HD-TV, Multiple NTSC signals and data transmission as

well. One thing is certain: we will have a more universal super-highway than cable and the telcos.

CB: If you could give any piece of advice to students involved in electronic media today... what would it be?

CS: Stay focused.

CS: What do you value most about NACB?

CB: An organization such as NACB provides an opportunity for student stations to share information and improve their service. This is invaluable because it allows students to fly and to test early what they can accomplish. It is important to remember that the field of broadcasting is a combination of creativity, discipline, and business. Experience at the campus station inculcates throughout one's career.

NO MATTER WHICH END OF THE INDUSTRY ONE CHOOSES TO EXPLORE, HE OR SHE MUST CONSIDER THE FACT THAT FLIGHT ONLY OCCURS WHEN THERE IS COURAGE ENOUGH TO SPREAD ONE'S WINGS. THE EVOLUTION OCCURRING WITHIN THE COMMUNICATIONS INDUSTRY WILL CREATE MANY OPPORTUNITIES FOR THOSE DISCIPLINED ENOUGH TO TAKE ADVANTAGE OF THEM. NACB SALUTES CHUCK SHERMAN FOR HIS ROLE IN ADVANCING THE FUTURE OF ELECTRONIC MEDIA, AND FOR HIS ENCOURAGEMENT OF ATTAINING HIGH STANDARDS IN EDUCATION AND PROFESSIONALISM.



[a few words with Chuck Sherman]

station-to-station visitation:*real-life
interactive
learning*

A round trip of 500 miles was a long excursion for seven in a car, but six community college students and Professor Ron Pesha certainly profited from the telecommunications tour at the University of Rhode Island hosted by Dr. Tony Silvia and his students. New ideas always come about from meeting and talking with counterparts at other institutions.

Students, who often learn in isolation and only practice the results of the instruction in a "closed" setting that is for and among students from their own schools, gain the opportunity to measure their work against a new standard. For a large program — journalism at URI has 160 majors and the university as a whole over 1200 — it is especially useful for students to see how standards for production and content are both similar and different from a larger setting to a smaller one. Students from both schools learn an important lesson about the role played by the resources available for a specific project. They realize that, talent and determination aside, available resources may be the single most important determining factor in how a project is chosen or completed.

Advantages from URI's perspective...

Because students, like all of us, can get "nearsighted" about their own everyday environment, it was hoped that a visit from a smaller school would help our students gain perspective on their achievements. URI-TV, for instance, is a relatively new campus medium. Now in its third year, it has experienced all the growing pains of a start-up operation. The resulting frustrations can also seem overwhelming to students who are, rightfully, always trying to accomplish more than equipment or budgets will sustain. The opportunity to meet with students who are working with even fewer resources helps to rekindle the fires of resourceful-

ness which, while not extinguished, may have grown dormant.

In a nutshell, URI students gained the opportunity to reevaluate where they are, how far they've come, and how far they still have to go. Meeting students who are grappling with problems common to all institutions, regardless of size, and assisting with advice helped our students verbalize and demonstrate their learning and experiences in a meaningful way while gaining immediate feedback from those they were, in a sense, mentoring. As one of my students put it, "I never realized I'd learned so much until I had to explain it to others."

...and from Adirondack's perspective

Community college students who have never seen a university or a four year institution of any size lack comprehension of such a school's telecommunications program and facilities. A visit like this one helps them plan transfer intelligently, and may even encourage students who are uncertain about additional education to seek a four-year degree. Plus, they see what others are doing.

Adirondack Community College combines its TV and radio courses. Everyone takes both, and the number and variety of courses is limited. Adirondack also operates a 10-watt FM station within the instructional program with commercial-like formatting and a paid station manager. We observed with interest URI's 5,000 watt student-managed and programmed facility. We were especially impressed by the highly original and creative videotapes which URI students ran for us. While we also enjoy a positive image, and are doing lots of projects on a very small budget, we certainly gathered ideas, inevitably discussed with others back home.

We soon plan to seek grant funding for our broadcast instructional program. As a secondary benefit such excursions document the seriousness of broadcast students. The trip did not go unnoticed by the academic administrators here, who are always enthusiastic about substantive educational experiences.

*by Tony Silvia, University of Rhode Island
and Ronald Pesha, Adirondack Community College.*

Come and visit us! We'll arrange a nice tour, and share lots of ideas and projects.
Contact Ron Pesha, Adirondack Community College, Bay Road, Queensbury NY 12804, 518-743-2200 x 567.
At URI, contact Dr. Tony Silvia, Associate Professor of Journalism, University of Rhode Island, Kingston, RI 02881, 401-792-4284.
We also encourage other two and four year schools eager to host visits to write in to College Broadcaster.

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U.S. INDEPENDENT MUSIC

some observations

from 1994

1994 showed no break in the trend of an eventual indie music takeover in the U.S. Low production costs put the pressing of a 7" or even doing a smaller run of CD's within the firm grasp of any band of enthusiastic youngsters with something to say. Unfortunately, this level of indie music is still limited by its regionalism. Hopefully this will change as it becomes more popular and accessible to do World Wide Web home pages for your band. It would be a magnanimous task for me to report on the endless numbers of deserving bands from across the nation, a small portion of whom were kind enough to send copies of their music to the NACB office. Instead, I can tell some Providence-centric tales of indie music thrills I found both on and off the air in 1994...

New network programming from EBN

One of the fascinating technical aspects of the NACB National was the presence of so much desktop video in action. On the music side of this new technology was Providence's own Emergency Broadcast Network, who did a fantastic multi-media gig at the end of the awards ceremony.

With turntables spinning and samplers churning out pulsating rhythms, EBN proceeded to rip up all your favorite TV and movie footage, and paste it up on video projectors, in sync with lyrics from EBN's fearless leader, Josh. Look for more network programming from these innovators as they demystify the tech highways in their customized Chevy Suburban.

A double album from Eggs: *Exploder!* (Teenbeat Records)

Were they trying to be Eggs Zeppelin? *Exploder* is a frenzied but altogether soothing take on the gatefold concept albums of old. The song, "A Pit with Spikes" even explores turf that the Bee Gees trod upon, but with such good humor. There is a such a wide range of styles on these four sides that it is dizzying, but the overall effect is one of being convinced. Great trombone work and a solid rhythm section gives Eggs a sound that can be as smooth as a yolk, or as jagged as a cracked shell. It is rare to see good arranging done with rock songs, especially without being too serious and sound-

ing like progressive rock. Actually, their label *Teenbeat* has a W3 homepage, too.

Stranger than the universe:

Thinking Fellers Union Local 282/ Pavement at Lupo's, Providence, RI

Pavement came to Providence just before the NACB National and did an amazing job as usual. What amazed me most of all though, was the opening band, Thinking Fellers Union Local 282 from San Francisco.

They played a number of selections from their 1994 Matador album *Strangers from the Universe*, which use a stunning array of sounds that come off as well live as they do in the studio. The use of the mandolin, banjo, and synths give this quintet an edge that more popular testosterone driven guitar grunge just cannot achieve. The classy cover of the 1950s instructional film sound-

track-esque "Holiday for Strings" is a perfect example of their accomplished playing, and charming stage demeanor.

These three instances are just a small cross-section of an indie scene that continually defies the boundaries of popular music. Eventually, independent acts from all regions of the U.S. will find it easier to transcend the boundaries of media. To speed this process in 1995, feel free to send reports from your area to the editors of CB.



by Gordon High

continued from page 11

In the 70's, I was, as I told you, the Colorado Spaceman, a character my father was not very happy with. In fact my father was so unhappy with this, that as a real laissez-faire liberal, he never criticized me; he took me aside, actually out to dinner, and proceeded to tell me for an hour what a pile of crap I was. How everything I'd ever done was a pile of crap. Every award I'd ever won was a pile of crap, how all my friends were a pile of crap and what the hell was I doing as the last Atchley male, and what about my duty to my sisters, and I said "Oh man, you should have started when I was three, not thirty, with this route." It caught me by surprise. So, needless to say, we had a long ride home and about halfway there I asked him what he thought I should do. He said he didn't know, he'd have to think about it. So the next morning there was this note on the table and it said "Dear Dana, I've had a chance to think about it and I think what you should do is go back to school and get a Ph.D. and try to

straighten out your life." Now this sounds a little like Generation X to me — stay in school until you figure out what you want to do. I had already figured out what I wanted to do quite clearly... Multimedia... I think there is a very exciting future in this new technology. And what's exciting from my point of view is that you can come at it from so many different angles. It could be film or video. Or it could be from the point of view of an English major or a writer. There are a lot of ways to get in on the ground floor and the actual learning of the technology is not that big of a deal. The excitement shaping the new technology and actually shaping the curve that's driving this forward, is a good place to be right now...

One of the reasons that I like to do this show is because when I do radio or television, I never see the audience that sees my piece. If you're lucky you'll get a letter, or somebody will write something. But here, it's bringing it all back to the real world again, and I really enjoy that aspect of the technology and getting close to it.

Usually I wind down the show with a little story my mom told me. This is after all, a show that is an on-going document and I'm now 53 and have grown older and realized how quickly life moves. I remember asking my mother about growing older and she told me this story. She said she remembered having this digital clock by her bed and would lie there at night and watch the seconds floating over time. It bothered her to see those seconds floating by, so she covered it over with a piece of tape. But then she thought she should be glad for every second she was still alive so she took the tape off. I think that's a great story and a great vision to pass from a parent to a child. I hope I still feel the same way at 70.

I'm struggling for an ending for a show that essentially has no ending until I lose my voice... I think every moment of our lives has the potential for resurrection, redemption and reconciliation...and that's Next Exit. Thank you. Thank you very much.

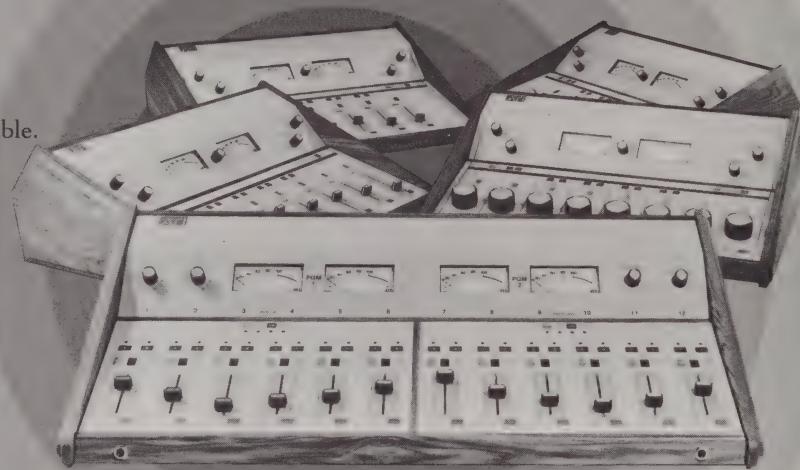
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American Women in Radio and Television's Careerline, a member service, provides new job listings each week to our 47 chapters nationwide. Call AWRT at 202-429-5102 for info.

The Digest of the University Film and Video Association lists tons of job openings for film and video instructors at colleges around the U.S. and Canada. To subscribe, call Ms. Gerry Veeder, Editor, at 817-565-2537.

WICI Job-Listing Service: Women in Communications, Inc., offers employers and job-seeking WICI members nationwide a free media job-matching service. To list job openings, call Margaret Jenkins at 703-528-4200. To join WICI in order to utilize the service to find a job, call the same number.

INTERNSHIPS

Artists Television Access, a media arts center, is seeking interns for: administrative, programming, publicity and facility duties. Positions require organizational abilities, self-motivation, a sense of

humour and an interest in media arts. Kris Atkins, Director, ATA, 992 Valencia St., SF, CA. 94110. 415-824-3890

Associated Press/TV Division: Volunteer intern to help broadcast breaking news to int'l subscribers. College juniors, seniors, or grad students, especially those fluent in a foreign language with broadcasting experience. Cheryl Pientka, AP, Suite 710, 1825 K Street NW, Washington DC 20006. 202-736-1121.

Betac Corp., near Washington, D.C., computer-based, multimedia training company, offers stipend or course credit internships to: 1) computer graphic artist/animation specialist, relevant skills on PC multimedia support systems required; and 2) video production/editing, journalistic video and editing expertise required. Résumé to: Terry Corneil, Bus. & Tech. Dev., Betac Corp., 2001 N. Beauregard St., Alexandria, VA 22311 or fax 703-824-0333.

Boston area TV Internships: Must receive course credit for internship, at these stations: Eleanor Najarian, WBZ-TV, 617-787-7000;

Velda McRae, WGBH-TV, 617-492-2777; Nancy Rogers, WHDH-TV, 617-725-0732.

Cine Accion, a Latino media arts center, seeks a development intern to assist in market research and grant preparation. Mac literacy and bilingual Spanish-English a plus. Gina Hernandez, Development Director, Cine Accion, 346 Ninth St., SF, CA 94103. 415-553-8135.

Fox News Service seeks interns to participate in daily news gathering operations. Interns have wide variety of responsibilities, including logging video feeds, isolating and transcribing sound bites, and participating in edit preparation. EOE. Course credit only. Philip Brady: 202-728-7303.

F/X Video offers internship posts as assoc. video editors; required to work on Video Toasters and edit; will train, no experience necessary. College sophomores or juniors only who are very willing to learn. After training, pay-per-job is available; course credit also available. Résumé to: Bruce Testa/Janice Anderson, F/X Video, 14

Morning View Drive, Cromwell, CT 06416, or call 203-632-9595.

Globalvision: Int'l TV prod. company, specializing in global information and entertainment programming, seeks administrative and production interns. Macintosh and production skills helpful but not required. Responsible, organized, intelligent interns should mail resume/cover to: Anne Hemmway, Globalvision, 1600 Broadway, #700, New York, NY 10019.

Jones Intercable, Fort Lauderdale, FL, offers internship to student interested in all aspects of TV prod. Company produces commercials and local programming, community news and live cablecast of events and public meetings. Interns must be willing to work varied times of the day and some weekends and want an opportunity to learn all you can be taught. Course credit available. Résumé to: Frank Bianco, 6565 Nova Dr., Ft. Lauderdale, FL 33317, or call 305-731-9227 or fax resume to 305-452-4411.

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KSDK-TV News: Multiple internships offered by News Dept. of NBC affiliate in St. Louis, MO. Students have very real newsroom responsibilities in Special Projects, Sports, Weather, assignment desk, videotape library, and "Five On Your Side" office. Applicants

should be dedicated, have good interpersonal skills, work well under pressure, provide own transportation, and have flexible schedule. Applications accepted for any of the annual internship cycles, which run Jan.-June, June-Aug. and Aug.-Dec. 30-hour workweek; internships unpaid. Student must arrange academic credit, who must be enrolled in a degree program. Ava Ehrlich: 314-444-5132 or -5120.

Marty Katz Productions is seeking development interns. Duties include Reading Scripts, Writing Coverage, General Office Work and Errands (Will reimburse for mileage). Marty Katz is a producer with an exclusive deal with Walt Disney and Touchstone Pictures. Offices are located on the Disney lot in Burbank, CA. This is a non-paid internship. Students must be able to earn college credit. Frederick at 818-560-7000 or fax resume to 818-557-1643.

Museum of Broadcast Communications (Chicago): Gain knowledge of broadcasting's past, present and future while earning valuable experience in the field of communica-

tions and museum administration. Semester or summer internships available to juniors and seniors in Public Relations, Programming & Production, Accounting, Archives, Finance, Office Administration, and Development. All positions are unpaid. Applications accepted on an ongoing basis: 312-629-6001.

Museum of Television and Radio: Valuable experiences in museum administration and unique insight into network, cable and int'l. broadcasting. Unpaid; course credit only. Full-time semester or summer internships available in the Curatorial, Development, Education, Exhibitions and Seminars, Library Services, Public Relations, Public Services, Publications, Registrar, Research Services, and Special Events Departments. Application forms/info: Barry Dougherty, Public Services Coordinator, 212-752-4690.

National Association of Black Journalists: College or graduate students majoring in journalism or communications will be placed at broadcast stations around the U.S. as available. Sharon Richardson, NABJ: 703-648-1270.

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San Francisco International Film Festival, a non-profit community cultural organization, is seeking interns for administrative, reception, educational outreach, management, and programming duties. Positions require computer skill, organizational skill and a sense of humour. SF Film Society, 1521 Eddy St., SF, CA. 94115-4102. 415-567-4641 Fax: 415-921-5032.

Sports Final Radio Network seeks college radio stringers to cover sports events on their campuses. Games may be aired on the satellite network. Contact: Tom Star, President: 48 Fitchburg St./PO

Box 566, Marlboro, MA 01752, tel: 508-460-0588 or fax 508-624-6496.

Universal Images, a busy computer graphics and post-production studio in Southfield, MI, seeks post-production intern to assist w/corporate broadcast and commercial projects. Candidate should possess basic knowledge of video post-prod. and/or training/interest in graphic arts and computer graphics. Course credit possible. Dan Sundt: 313-357-4160.

Fun office on the Warner Bros. lot seeking students interested in learning about, and participating

in feature film development. Looking for interns (unpaid, but will receive school credit) in our development department. We have many projects in active development. Duties include: reading scripts and writing coverage, copying, and research. Express interest to Marjorie Bergman at 818-954-2545.

Westwood One Radio Network, based in Culver City, CA, needs prod. intern to assist in prod. of syndicated radio shows. Course credit available. Rod Stephen: 310-840-4111.

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pushing boundaries on paths less traveled...

If you follow the trades, you will notice much attention has been paid to advances in digital technology, the chain reaction of acquisition and affiliation switches caused by New World Communications' decision to affiliate its stations with Fox, and the Republican majority in Washington DC. The industry is abuzz with the possibility of telecommunications reform legislation which will make the information superhighway more of a reality than it already is. Indeed, these are exciting times. Such excitement however, is not without reservation. Perhaps more than any other time in history, those of us involved in student electronic media face a crossroads. How thoroughly do we embrace the new technologies before us? How will we ensure the creativity behind the story, or the importance of the message?

Newton Minow once cautioned that "as the technological world unfolds, the risk remains that we will create information overload without information substance or analysis, of more media with fewer messages, of tiny sound bites without large thoughts". Technology in and of itself is extremely valuable. But perhaps a greater value is presented when technology is used to serve human and humane goals.

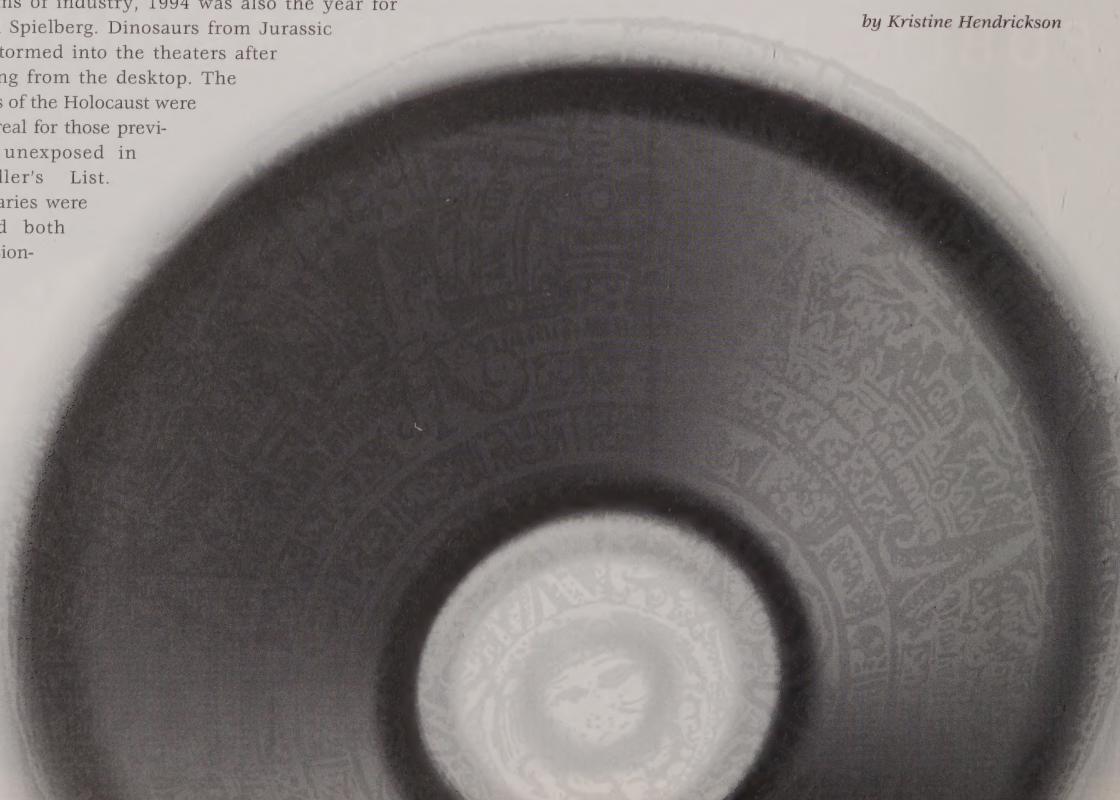
In terms of industry, 1994 was also the year for Steven Spielberg. *Dinosaurs from Jurassic Park* stormed into the theaters after evolving from the desktop. The horrors of the Holocaust were made real for those previously unexposed in *Schindler's List*. Boundaries were pushed both professionally and personally.

ally and personally, proving that convergence means not only the joining of technologies, but also the union between the mind, the medium, and more importantly, the message.

The pages of College Broadcaster have always reflected the views and insights of individuals operating within the realm of communications. It is hoped that readers will consider the ideas presented not only in terms of how they may be affected personally as they move through various levels of the industry, but also in terms of how they may build upon what they read for the benefit of those who follow in their path. This issue in particular, has tried to stress that a balance between content, purpose and technology can be maintained, and that creativity should not be harnessed to fit patterns which already exist.

1995 is here and now. Uncertainty about where we are headed is not nearly as tragic as uncertainty about where we have been. In our journey down life's proverbial highway we must learn from visionaries like Dana Atchley, and create our own Next Exit. In the words of Robert Frost, "Two paths diverged...". Where will they meet? Which one will you choose?

by Kristine Hendrickson



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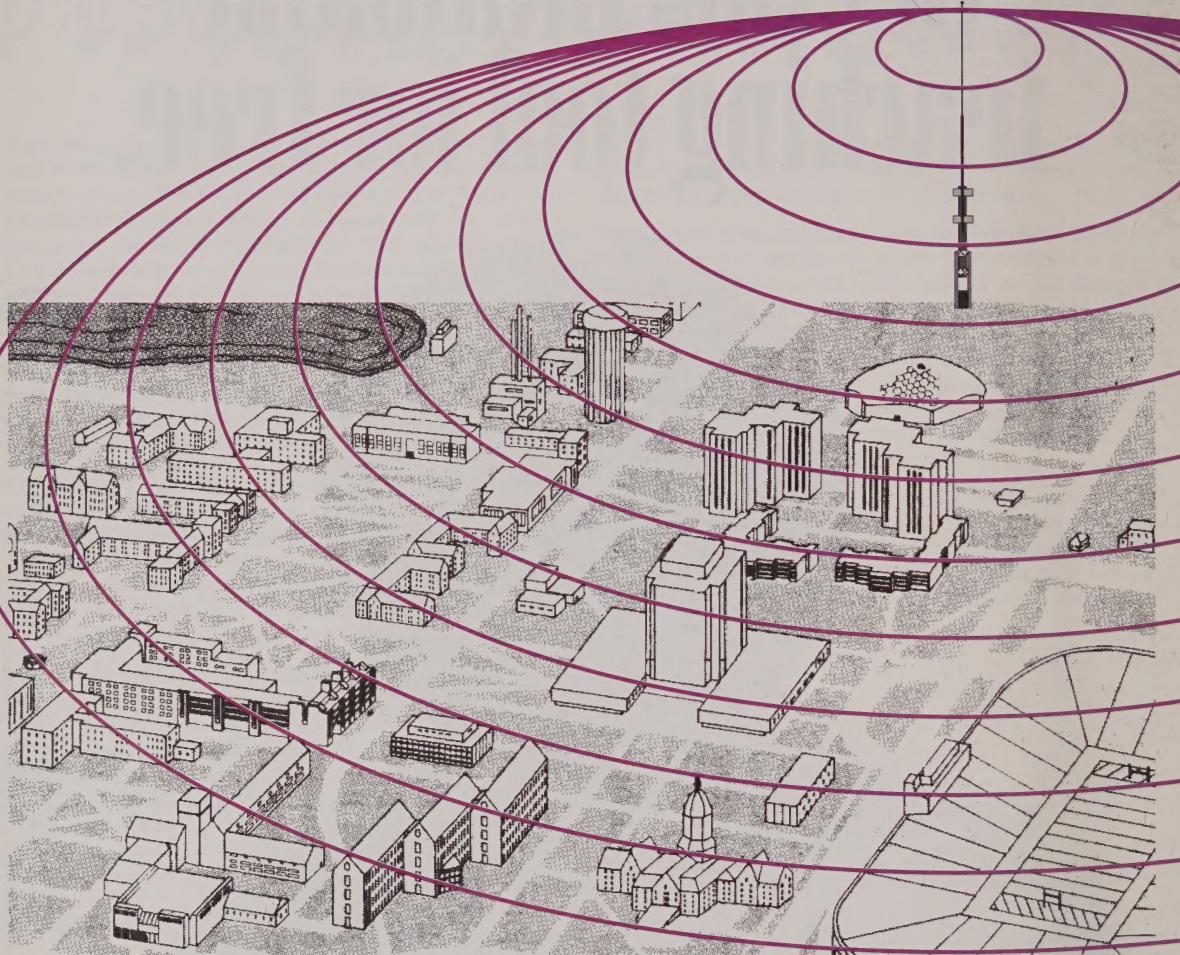
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