



# Welcome to IBSNYC 2024!



<b>Friday 3-1</b>	<b>9:30-10:30 am</b>	<b>11am-Noon</b>	<b>12:15-1:15 pm</b>	<b>2:00-3:00 pm</b>	<b>3:30-4:30 pm</b>	<b>5:00-6:00 pm</b>
<b>Metropolitan East</b>	The Business of Podcasting	TV Reporting 101	<i>Keynote Speaker:</i> How Do You Create Great Content?	Utilizing Production in New & Unique Ways	Imagination, Creativity, Showmanship	Audio Production Tips and Tricks from the Professionals
<b>Metropolitan West</b>	The Art of the Interview	Programming Your Radio Station		Voice Tracking: An Art You Need To Learn	An Audience with Race Taylor of CBS-FM	<b>IBS 2024 High School Media Awards</b>
<b>Central Park West</b>	Engaging Staff to Write Stronger Online Content	An Audience with Josh Martinez of Z100		Syndicating Your Radio Show	Podcasting from the Pros	Women in Media
<b>Central Park East</b>	Making Yourself More Valuable To Your Campus	Leading Your Peers		Engineering 101: Why You Need To Know How The Studio Works	Advisors: 5 Hacks for Your Student Media Life	Maintaining Order: Staff Issues at Your Station
<b>Sugar Hill</b>	Traffic Reporting in 2024	Sales & Underwriting		5 Things To Drive Up Your Audience	Vinylthon and College Radio Day: Get Involved	
<b>Gramercy</b>	Sports Play-By-Play Workshop	How Local Should Local Radio Really Be?		Playlist Management, Charting and Why It Matters	News Reporting Tips from the Pros	If You're Not Using Discord At Your Station, You're An Idiot?!
<b>Bowery</b>	Unlocking Relevance and Revenue in College Media	PR For Your Station: Building An Image		A Sunny Outlook: Weather Forecasting As A Career	How To Fundraise <i>Besides</i> Underwriting	Transform Your College Media Experience Into a Media Career
<b>Chelsea</b>	Advisors Meet-Up	Podcasting Meet-Up		Music Department Meet-Up	News Meet-Up	Programming Meet-Up

**Get schedule updates: Text *ibsnyc* to 888-897-2369 to subscribe!**

**Posting on Social Media? Tag @ibsstudentmedia and use #IBSNYC24**

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<b>Saturday 3-2</b>	<b>9:30-10:30 am</b>	<b>11am-Noon</b>	<b>1:00-2:00 pm</b>	<b>2:30-3:30 pm</b>	<b>3:45-4:45 pm</b>	<b>5:00-6:00 pm</b>
<b>Metropolitan East</b>	Storytelling In Your Newscasts	An Audience with TJ "The TJ Show"	So You Want To Be On The Air?	Programming, Branding & Imaging		<b>IBS 2024 College Media Awards</b>
<b>Metropolitan West</b>	How To Monetize Your YouTube Channel	How You Can Save Top 40 Radio	Station Identity & Branding Your Station	Station Branding	Giving Your Station a Social Media Presence	
<b>Central Park West</b>	Crafting Your Own On-Air Presentation	The Next 10 Years of Media & Pop Culture Is...	Social Media FAQ with CBS Radio	Local Music And Your Station	Finding Your Voice with Audio, Radio & Podcasts	High School Media: Brainstorm & Idea Exchange
<b>Central Park East</b>	Get Your Foot In The Door	Sports Talk 101	What Employers Look For (Besides Media Skills)	Setting (and Hitting) Your Career Goals	A Daily Morning Show on Your College Station	
<b>Sugar Hill</b>	Resume Check-Up <i>Bring Your Resume!</i>	Refining Your On-Air Persona to Award Winning Levels	Working with Your Program's Alumni	So You Wanna Podcast? How to Get Started (and Keep Going)	FCC Question & Answer Session	
<b>Gramercy</b>	Writing & Producing a Radio Drama	Maximize & Motivate College Radio	Writing Copy for Media	Faculty Advisors: Getting and Retaining Students	Radio Reimagined: Adapting to the Digital World	
<b>Bowery</b>	New Developments in Generative AI, Tech and Music	The Effects of Copyright Law/ IP Law and Litigation on Music	The Words You Can't Say On-Air (and Why)	DIY Station Operations: Optimizing Your Resources	Reviving The Airwaves: A High School Station's Renaissance	
<b>Chelsea</b>	High School Meet-Up	Social Media Meet-Up	Engineering Meet-Up	Sports Meet-Up	Promotions Meet-Up	



**Be sure to visit our sponsors in the IBS Lounge & Registration Area across from Metropolitan East**