

College of the Desert
Radio Advisory Board Meeting Notes
June 28th, 2018

Attendees:

- **Laurilie Jackson**
Instructor Media Production / Faculty Advisor KCOD and Chaparral
- **Steve Kelly**
Broadcast Consultant, KCOD
- **Phil Vaughn**
Chief Engineer, Entercom CBS and KFROG
- **Mike Mozingo**
DJ/Production, Alpha Media
- **Todd Marker**
Owner, Marker Broadcasting
- **Toni Bakal**
Instruction Radio Production / Faculty Advisor KCOD

Contributors (Not Present, Sent Feedback)

- **Gene Nichols**
News Director, Alpha Media
- **Gary Belzman**
Board Operations/Promotions/Production, Entercom
- **Rob Zavitka**
General Manager, Entercom

KEY TAKEAWAYS

MEETING TAKEAWAYS

- Important to train in marketing/sales and engineering, learn the technology.
- Social media is a huge percentage of a radio personality and station's work bandwidth now, sometimes 40% of the job is social media and posting and creatively what is different that what is happening on air.
- Students should learn the traffic, billing, music and marketing/sales software programs that are commonly used at radio stations. Training them in EAS is also important.
- Students can be trained in any similar software to what is used at commercial stations. If they understand a traffic and billing software used at the college, like Backbone or ENCO, they will easily be able to pick up a different program at a commercial station.
- Would be best to have the latest, state of the art boards example: there is one that has presets based on the DJ using it that can be pressed at the beginning and start of a DJs shift so the board is set for their preferences.
- Key to understand technology and interactive side of radio now as marketing across multiple platforms to gain listenership and maintain an audience is part of the business now.
- Students should learn multiple hats and be able to perform various duties across departments as with radio stations at smaller markets, staff wear multiple hats across departments example: Sales Executive is also an On-Air Personality.
- ***Wrap Conversation after Meeting: For the new certificate program courses, the Introduction to Radio Production course should give an overview and general understanding and background of radio industry and training in phases of production, introducing students to creative producing and becoming responsible to see projects through to fruition. In the Intermediate and Advanced courses, students should start training in the various software programs for radio from traffic and billing to music library database software. They get the breadth and depth introduction course and learn all the jobs and departments in radio, and then start learning all the various programs and dive deeper into various radio departments in the Intermediate and Advanced courses.

EMAILED NOTES TAKEAWAYS

- Students should have an excellent grasp of language, interviewing skills and be current with the news of the day, including some basic terms in sports.
- Students should be confident, ready for anything and pronunciations are crucial.
- Students should learn to talk with people and communicate as if talking with a friend.
- A career in radio is hard right now with few opportunities and big city stations downsizing, should focus on other career paths and do some radio work part-time not relying solely on money from radio. And you must be willing to work weird shifts, unless in management or sales which are more likely 9-5pm
- Schools should teach more tech/engineering classes, need more behind the scenes training. Account Executives are in demand too - teach how to sell the product, Sales Execs can take in sometimes 200k a year.
- Radio hopefully can survive and evolve much like movie theaters did with upgrading sound systems, comfort of seats, projectors, screens etc. Automation is over used and personalities need to come back to the table. People will go to radio in a major crisis so its value needs to be recognized.

MEETING DISCUSSION/NOTES

Laurilie: Building a certificate program for radio and we want to help students get technical training and the knowledge needed to get jobs in the industry. (Review the classes in the certificate program) When you look at courses are we giving them what they need?

Todd: Need revenue side, marketing and sales. So they have the understanding of it. Training personalities is important. Engineering would be big and technology is changing so important to have an understanding.

Phil: Internships are huge, getting a good internship program and we can see how someone works in the field. A lot of people have gone away from internships because of insurance liability, CBS stopped an internship program.

Steve: We should setup our internship program so they can shadow all the various department professionals.

Todd: We ask them what they are interested in, and put them in the right department. See where they gravitate.

Phil: Will be good to let them try a little bit of everything too.

Todd: Agreed. Important to get them more business and sales training. There are some certifications they could get.

Laurilie: How do your companies use social media, know that when we visited you Mike it has a lot of prominence.

Mike: 40% of people listen to podcasts, we have signs around the office reminding us to post. We just need to make sure we post different things than what we are doing on-air and offer variety.

Todd: Erosion of time spent listening, there is more for people to consume. Still listening, but they are actually consuming more media, just in different forms. Radio is still highest, young 24 year olds are consuming, just much more.

Laurilie: The first section of courses is good for an Intro to Radio Production class, but maybe we offer a second certificate that is more advanced. If you wanted them to get a engineering job what should they learn?

Phil: Computer and IT. Transmitters

Todd: Traffic, billing and software programs.

Phil: STL Even for people who aren't interested in direction of engineering. EAS terrifies some people etc.

Todd: What software program are you using?

Steve: Backbone but we are looking into ENCO

Mike: Maestro is our software program that we use.

Todd: Learn one and you can adapt to new software too. As long as someone uses the software and learns one they can be trained in commercial software.

(Discussion about boards)

Worth investment to get the most recent technology and boards. Phil discussed a board that they have present controls that can be changed based on the DJ using it and their specific faders.

How do you think radio industry will change in next 10 years?

Todd: Need more technology, more social media and podcasting. You have to understand more than the studio and know the interactive side.

Do you want students who can do multiple things and wear multiple hats?

Todd: I would rather pay guys to do multiple things with different skill sets and can wear different hats. I think in a bigger market you can focus in more but in a smaller market you need to handle multiple projects and tasks.

Mike: Multiple skill sets, if you do have them then you are more valuable. Definitely need to use Adobe Audition. Various forms are in radio stations all over so need to train in that software.

Laurilie: So writing, producing and announcing all in one.

Mike: Yes. And if I personally wanted Adobe Audition it is \$20 a month. So you can get the software.

Phil: Prefer to buy the program versus the subscription.

Todd: Scheduling music and programming is another skills set. Need software, music master etc. the programming that they can train in. The programs you want to setup allows them to learn it and be proficient in.

Anything that was a surprise for you when you went into the industry?

Mike: The initial certificate and exposure to engineering side is great. Expose people to that side of things is important so they can see it.

Todd: Wordpress and building a website proficiency is important too. Important that the DJs learn to schedule and mixcloud though too (KCOD student worker is doing all scheduling and Mixclouding).

Foam for walls?

Phil: Will reach out with kind we use.

Reviewing Facility Maps ----- *End of Meeting*

EMAILED NOTES FROM GENE NICHOLS

First and foremost, have a good/excellent grasp of the language. Learn a second or third language if possible.

Know when to use "less" and "fewer". Know when to use "they're", "their" and "there", etc.

Basic yes, but frequently botched by on-air people.

If you get a job as a reporter (few openings anywhere anymore), keep questions short and to the point.

The audience wants to hear the guest's response, not the reporter babbling on.

Have some grasp of the language of Wall Street, as business and \$\$ run the nation and the world.

Ex: Years ago, I worked with a guy who was reporting on local radio the stock market numbers for the day.

The market had closed and the major indices were down.

He said...on the air...the Dow Jones Industrial Average was down at 200. Well, considering the Dow Industrials had started the day at around 10,000, that would have been a huge drop.

Fact is, the Dow was not down AT 200, it was simply down 200 points, finishing at 9800. Yes, a drop, but not as big a drop as going from 10,000 to 200 in one trading day.

Keep a future file for big court cases, meetings, etc coming up in the future. It's a huge help.

Know basic terms for sports too. A baseball team can win a game by a score of 2-nothing. A soccer team loses by a score of 2-nil. In tennis, you lose a set 6-love, not 6-nothing.

A stroke in tennis is how you are hitting the ball that day. A stroke in golf, is actually a point, a shot, losing a stroke because you bogey a hole. A stroke in life can spell death.

Football in America is the NFL and college. Football around the world... is known as soccer in America.

I remember when an earthquake hit SFO during a World Series game and the play-by-play announcer quickly became a newscaster, and had the skill to get the job done.

Learn to ad-lib and not just rely on a script. If a script falls, a teleprompter fails,...it can be a mess. But if you know a story well, you can own it, and present it, even without the script.

Name Pronunciations are crucial. Even these BNP Paribas players....say a name with confidence and say it the same way all the time without hesitating. Other than Serena and Venus Williams, most of the Ladies are from somewhere overseas, with difficult names. Nearly all the men are too.

It's always best to simply talk to people, to communicate with listeners as if you are talking with a friend. The more casual, the better.

Yes we are reading some of the time, better to talk, not read. Even if we are reading, it should sound casual enough so it does not sound like we are just reading words.

That said there are not many jobs in radio anymore.

Satellite, syndication, internet have changed the game a lot the past 10-20 years.

I would certainly not recommend anyone go into radio, either as a DJ or news staffer for a career these days.

There is simply no future, and few opportunities

Small operations pay peanuts with few benefits, and no pension, often no medical benefits either.

Bigger city stations are always downsizing, as they are corporate-owned, offering people contracting work only, paying people per story covered, also with no benefits or solid pay.

I suggest people focus on other career paths, and do some radio work part-time, where the pay and benefits don't matter as much, if you have a good full-time position in government or law or medicine or a partner who makes good money and you are not relying solely on money from radio.

You must be willing to work weird shifts, if you do land a job, and often come in when not scheduled. Some people can handle that, some can't. If you want a 9 to 5 job, go into radio management or radio sales.

If you have enough money from other sources, buy a radio station, and put yourself on the air. If you have enough money, buy a yacht and just sail away whenever you want.

Radio Curriculum:

Radio Engineers will always be needed as all those satellite shows and syndicated shows need to be wired in, switched on and off at certain times, etc.

People who like the technical side will always have work. Schools should teach more of the tech/engineering classes.

In theatre, how many people get to sing and dance? Usually there are more people building sets, breaking down sets, handling music, props, costumes, ticketing, marketing, etc. So, schools need to teach those behind-the-scenes options too.

Account Executives are always in demand too. Learn how to sell the product. You can always make money in radio sales. Then get a weekend gig to try on-air work, but keep the good-paying sales job.

I have worked at radio jobs and made 25K a year as News Director, while the Sales Manager at the station pulled down 200K a year!!!

He had a much nicer house and car than I did. His door was 3 doors down from my door....but we were worlds apart when it came to compensation and job perks.

Oh yes, he had an on-air show on Saturdays for 1 hour, to satiate his desire to be on-the-air, but he kept the checks from his sales job!!

On-air talent positions are few and far between. A few people make huge money, Rush Limbaugh, Howard Stern, Laura Ingraham.

Some people hit it big, know the right folks, schmooze the right folks, get a nice gig. Most in the business struggle, and augment their income some other way or pack it in completely after feeling like Sisyphus most of the time. That rock must get heavier by the day!!

NOTES FROM GARY BELZMAN

I like to think Radio is going to make a comeback. I was in a movie theatre for the first time in 4 years last past weekend. They have reinvented themselves. I thought they were done for. I have a 70" High Definition TV, a 7.1 surround sound system, 2 subwoofers. Why do I need a movie theatre? They make money on ticket sales, snack bar (sorta) restaurants, games, merchandising, beer and wine, etc They now have huge HD digital projectors, screens, comfy seats, excellent surround sound. I believe radio will do the same. It delivers news information, music, local information and talent. and under-utilized digital media. a radio station can be a television station via the internet. We need to work on those aspects to build out. When a major crisis occurs, where else are we going to go to?Radio.

I saw Radio decline in the 80's and 90's and come back. I believe radio can find its way back again. Millennials need to learn that and learn that radio IS a talent medium and learn their craft, acting, voicing, microphone technique, conversing with others and have a passion for it as I do.. Automation is being OVER Utilized. We need to teach these students how to bring out their personalities and how to have fun on the radio, mix with the public and be live and local. I believe that with every bone in my body. The equipment may look different but the medium is still real.

I also believe the FCC needs to be reformed and is responsible for the downturn of radio after opening up the floodgates of translators, HD2 signals, etc. When I moved to Palm Springs in 1980, there were only 7 radio stations here. Now there are close to 73 signals that can be heard in the Coachella Valley (Source: [Radio Locator.Com](http://RadioLocator.Com)) I have mixed emotion about all these signals as it is also putting many stations, especially stand alone stations (Like ours) in a tough spot to generate revenue.

When I did afternoon drive here in 1996, I had a 22 share. I'd be lucky to have a 3 share these days. So, some reforming needs to be done industry wide to get radio back on track.

I hope to see that in my lifetime.

NOTES FROM ROB ZAVITKA

Radio's evolution and history is important to note. Radio started with AM, FM, HD, Analog, and now digital. Radio is aligning with Pure Plays... You Tube, Pandora, Spotify, Alexa, Google Home, Amazon Echo, etc. Students should understand the unique characteristics of radio but be able to find ways to merge with other media.

There are many job opportunities in radio including Engineering, Sales, Programming, Promotions, IT, Web Administration, Social, Traffic, etc. Radio complements other forms of media...online, social, traditional TV, cord cutting OTT/Advanced TV, Billboard, print, etc. Students need to know a little about all aspects of radio. They will most likely start in small markets and be required to do multiple tasks. They also need to understand ratings and the business side of radio.