

National Broadcasting Society - Alpha Epsilon Rho

The future of electronic media ... since 1943

NBS AERho

Signals Online

“Welcome Back”

www.nbs-aerho.org

August 2009

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Regional Fall Activities

Four regions are in the process of planning fall activities unique to their region. The activity may be a conference gathering, a series of conference calls, and/or regional production competitions. Regional directors from regions 2, 3, 4, and 6 are in the process of contacting chapters within their regions. Chapter input is essential to the planning process.

More traditional regional conferences will be held in the other two regions. Region 5 will meet in Moline, IL, October 23-25. The chapters from Region 1 will meet in Millersville, PA, November 6-8.

Expect more information on the website and delivered by e-mail very soon.

Next *Signals Online* Submission Deadline:

September 15, 2009

E-mail Chapter Postings, Features and Pictures to:
salbourn@rider.edu

National Convention in Dallas March 9-14, 2010

Dallas, Texas, will be the site of the 68th Annual Convention of NBS-AERho. While most Americans identify the city with the Dallas Cowboys football team or the gateway to the cowboys of the Wild West, most electronic media students would be surprised at the number of production houses, regional and national headquarters of media companies, and the incredible facilities housed in this region. Of course, Texas people like to do things in a BIG way, so you may want to see a video screen 60 yards long. (It even has a football stadium built around it.)



View of Downtown Dallas, TX © Dallas CVB

The site of this year's convention will be the InterContinental Hotel in Addison. This is an incredible facility with more than 100 restaurants within two miles. A special convention update will appear in the September issue of *Signals Online*. A convention summary has been posted on the NBS website at www.nbs-aerho.org where a schedule of registration prices can be found. For those who are willing to purchase their registration early, the \$199 SuperSaver rate will be available during the month of September. See the website for more details.

NBS News Briefs

Executive Board Appointments The National Executive Board filled the vacancy created by the election of Dr. Bruce Mims to President of NBS-AERho. The appointment of Marilee Morrow (Marietta College) to Vice President of Alumni and Professional Services was confirmed unanimously by the National Executive Board. Morrow was serving as Vice President of Chapter Development. The Board then confirmed the appointment of Dr. Joe Chuk (Kutztown University) to the position of Vice President of Chapter Development. Dr. Chuk has been the long-time Regional Director of Region 1. Both positions will be up for election at the 2010 National Convention. The Executive Board is rounded out by Carolyn Cefalo, VP for Honor Society Services and President of AERho, Scott Alboum (Vice-President for Communication), Gina Grosso (Vice-President for Student Services), and Jim Wilson (Executive Director).

National Council Appointments The National Executive Board has confirmed appointments to the National Advisory Council. The appointees include: Dr. Pat Reighard (formerly Appalachian State) as Chair, Dr. Bill Dorman (Millersville University and past president), Dr. Paula Briggs (Norfolk State University), Dr. David Guerra (formerly University of Arkansas-Little Rock), Ned Waugaman (Vice-President, Arbitron Company), Ray Eaton (Union University and Region 2 Director), Jay Cofield (University of Montevallo and Region 3 Director), Suzanne Kessler (Vital Video and Region 4 Director), Ajit Daniel (Winona State University and Region 5 Co-Director), Mike McHugh (Southwest Minnesota State University and Region 5 Co-Director), Terri Reddout (Weber State University and Region 6 Director), and Lynda Weed (Kutztown University) as the student representative.

Chapter Mailing Should Be On Campus A box of materials to get the 2009-2010 NBS school year underway has been sent to your chapter. It should have arrived during the week of August 17-21. If you haven't received your chapter's package, contact NBS-AERho Executive Director, Jim Wilson, at 636-536-1943 or nbs-aerho@swbell.net.

Signals Online Schedule Posted Four regular editions of *Signals Online* as well as this startup edition are scheduled for 2009-2010. Chapters may submit articles and "Chapter Postings" by September 15, October 28, January 20 and March 23 for the regular editions of *Signals Online*. Check out the NBS-AERho Calendar for online publication dates.

Chapter Activity Planning Timeline Available Chapters trying to plan their 2009-2010 schedule will find the sample NBS Activity Timeline very useful. The timeline can be found on the NBS website by clicking on the "Chapter Materials" button and clicking on the timeline listing on the topic list.

2009-2010 NBS-AERho Calendar A one-page calendar of important dates and deadlines has been distributed in the first chapter mailing. Additional copies may be downloaded from the NBS website. Click on the "NBS Calendar" button on the left-hand navigation bar on the website's homepage.

Convention Grant Deadline is November 20 The deadline for submitting applications to receive convention grants will be November 20. The application forms will be posted on the NBS website the first week in September.

Student Electronic Submissions Due December 11 Submissions to the 47th Annual National Undergraduate Student Electronic Media Competition must be postmarked by December 11, 2009. The awards presentation will be made on March 13, 2010 at the National Convention. Information and application materials will be posted on the website the first week in September.

Give Dues Their Due and Do Your Dues New members can join the organization at any time. Renewing student members should follow these deadlines:

Join in Sept, Oct, Nov, or Dec: Renew by **November 1**

Join in Jan, Feb, March, or April: Renew by **February 12**

Join in May, June, July or Aug: Renew by **July 1**

Professional members have a **December 31** renewal deadline. A one year membership is \$45. Discounts apply to purchasing multiple year memberships. More information can be found on the NBS website by clicking on "Join/Renew Membership."

NBS National Convention SuperSaver Registration form will be available during the month of September. The lowest convention registration rate will be available during the month of September. The rate applies to NBS members who will be staying at the convention hotel. The registrations are non-refundable but can be transferred to another member of your chapter. The deadline for postmarking the form and payment is September 30. Other National Convention Registration Deadlines Beyond the SuperSaver Deadline are December 11, February 12, and February 26. Convention attendance rates increase as the registration dates approach the convention. Hotel room reservations are made through the Dallas InterContinental Hotel and have a deadline of February 12. For more details, see the "Conventions" section of the NBS Website.

Website Overhaul. The NBS-AERho website is in phase two of a two-year rebuilding process. You will notice some minor changes this fall. The new website should come online by the end of the fall semester. The Website Redesign Committee continues to request help from people with experience in web design. Those interested should contact Dr. David Guerra.

Monthly Reports Chapters should send their monthly report to the national office by the 10th of the following month.

Trophy Winners—Order duplicates Winners of trophies and plaques from March's convention can order additional awards. Call Creative Awards at 636-947-0177 and ask for Marlene. Be prepared to provide the name of the category, title of entry and names of the entrants. Cost of the duplicate awards is \$25 plus shipping and handling fees. A credit card number can be given over the phone.

WELCOME NEW CHAPTERS

Since the March Convention, Austin Peay State University in Clarksburg, Tennessee, has completed the reactivation process. Just prior to the convention, Belmont University of Nashville completed the application process to start a new chapter.



Wake-Up Call!

by
Dr. Bruce Mims
NBS-AERho President

Whoa! *Where did my summer go?!?*

One look at the calendar should remind all of us who are NBS members – and particularly those of you who have been entrusted with the leadership of your chapter – that the time to begin planning the new school year's activities is, well . . . *yesterday!*

In other words, it's time again for your annual NBS wake-up call! It's time to:

- ◆ **FOCUS:** Take stock of the value of NBS and its local, regional, and national activities that are preparing you for professional success.
- ◆ **PREPARE:** Do you remember your first contact with NBS? If so, are you and your chapter actively preparing to make sure that incoming freshman receive that same receptive welcome into your chapter that *you* received? Start by scheduling a meeting of chapter leadership; follow through by brainstorming your ideas.
- ◆ **COORDINATE:** Chapter members should be present and proactive whenever and wherever prospective members gather! NOW is the time to plan and prepare to execute chapter-sponsored social events and other activities such as campus back-to-school picnics and visits to promote NBS during the first week of your school's electronic media courses.
- ◆ **OBSERVE:** Be on the lookout for delivery of promotional items from the National Office. Use them to create NBS awareness in prospective members! Order more whenever you need them!
- ◆ **SCHEDULE:** NBS National and Regional leaders are already working at full capacity to plan your 2009 Regional Activity and the 2010 National Convention. Again: NOW is the time to encourage your chapter to become equally active in planning and executing your fundraisers!

And finally

- ◆ **EDUCATE:** All members, present and future, should understand that NBS as an organization functions first and foremost at a National level of leadership. *Every* member of *every* chapter is responsible for the payment of dues to the National Office.

My very best wishes to you for a successful and prosperous renewal of your chapter's activities. If you need help, please remember that all members of your National Executive Board are just a phone call or email message away. **We love hearing from you!**



Don't Forget to Communicate!

by
Scott Alboum
VP for Communications

We are having one of our muggy summers here in New Jersey! As I dream of cooler days my thoughts move to the upcoming Fall semester and all of the wonderful things that will be happening as NBS and AERho members find their way back to school for another great year. One of the things that makes a chapter's year great is the ability of the members to communicate with each other on campus, with their advisors and with the NBS National Office.

One great way to get the ball rolling this year is to write your chapter advisor an email before school starts to see what has been planned for the Fall semester.

Here are some other tips:

- ◆ Talk with your advisor and find out what needs to be done for your NBS chapter to succeed this year. Then get involved and help make your chapter successful.
- ◆ Communicate with your chapter officers and members. Make sure you know what's going on with your chapter so that you can help recruit new members.
- ◆ Get in touch with the national office and the national officers. They can help you and your chapter reach it's goals.
- ◆ Provide input to the national officers through the SAC (Student Advisory Council), and to your national VP for Student Services on what needs to be done for NBS to be the best.

Are you on Facebook? The National Broadcasting Society is now. Join our Facebook group. You can find us easily just search for The Official National Broadcasting Society Facebook Group. This is a great new way for everyone to communicate and share videos, pictures, news and ideas about NBS. Tell everyone in your chapter to check it out.

Deadline for National Convention Grant Applications:
November 20, 2009

Deadline for National Undergraduate Student
Electronic Media Competition Submissions:
December 11, 2009



Times, They Are a Changen'

by Carolyn Cefalo
VP for Honor Society Services and
President of Alpha Epsilon Rho

It is a new year in College and it is also the fall of 2009. For folks interested in electronic media the date makes a difference. This industry is changing dramatically and no one has a crystal ball to tell us what is the right direction or which information or skill set is essential that we know. People are losing their jobs and local stations are cutting wherever they can to survive. So where do we go? How do we prepare?

With college, you are on the right path. This is where the industry leaders of tomorrow are and where the greatest collection of information can be found. There are no crystal balls but with knowledge comes the ability to make decisions and envision the possible paths the industry will travel. Realize this is not the only industry in transition, just look at the airlines or automobile companies. But with this turmoil in electronic media, it is a difficult time to find a place to enter and someone who will take a chance on you. That is why now, while in school, is the time to really work on your skills and perfect your leadership, creative, and communicative abilities. You need to start standing out from the group. There is no better way to stand out than by being invited to membership in Alpha Epsilon Rho.

This is a terrific time for AERho because it has just been admitted into the Association of College Honor Societies. This means that Colleges and Universities will now recognize AERho as a true honor society and it will be listed among the highest honor societies in the country as a representative of electronic media. Employers will be able to check the credentials of AERho with ACHS and AERho will not need to depend solely on the memories of past members to continue its reputation in the industry.

So while you are trying to find a way to stand out while in college, AERho is there to help you do just that. AERho on your resume makes a difference. It underlines your abilities and skills and says you are in that elite group of students; the top 10 percent. So go to the website today, look up the constitution and see the qualifications for membership. Then go to your faculty advisor and let him know you would like to be nominated for AERho. Make membership this year's goal and start today!

**Alpha Epsilon Rho
Application Deadline is
February 12, 2010**



Thanks for Your Support and It's Time to Raise Some Capital Your Future

by Jim Wilson
NBS-AERho Executive Director

I hope your summer vacation was better than mine. I apologize for any disruptions in service as we had to shut down the national office for about four weeks and run on a limited schedule for another month as I recovered from surgery for prostate cancer. I sincerely appreciate the cards, support, and prayers from the many individuals and chapters who contacted me. I would like to extend a big "thank you" to everyone. I'm currently running behind schedule but I should catch up soon.

During the course of the summer, we finalized the 2010 convention contract with the InterContinental Hotel in Dallas. We have early commitments from a number of organizations to appear at the convention or be the site of a tour. There will be more details on the convention in the September edition of *Signals Online*. This year's convention programming will have greater emphasis on radio, sports, and allied career opportunities. We will also expand emphasis on video and social media. There should be something for everyone wishing to pursue a career in electronic media.

Don't spend March 9-14, 2010 sitting on the couch dreaming about your future. Do something about your future! To reach that March goal, you have to start now!

It is clear that the tight economy will continue and it's likely that many chapters will see reduced institutional funding. So, that means fundraising, fundraising, fundraising! The national office will help the chapters with ideas and hints on executing fundraising events. However, the implementation of the events will be up to you.

The national convention should be considered an investment in your future. The educational experience at the national convention goes well beyond what is possible in the classroom. The critical mass of motivated electronic media students allows us get well-known professionals to speak and provide insights on the future of our industry. It's going to be up to you to earn the capital for the investment in your future. The national convention and the other benefits of NBS-AERho will give you a distinct advantage in future employment opportunities. Don't spend March 9-14, 2010 sitting on the couch dreaming about your future. Do something about your future! To achieve that March goal, you have to start now!



Pros Have Convention Participation Options

by Marilee Morrow
VP for Alumni and Professional Services

By now, you've likely read that NBS' next national convention will be in Dallas from March 9–14, 2010. And, I'm writing to let you know the documents concerning the upcoming professional production competitions (audio, video and interactive), call for papers and panel proposals are now online. You can find them in the Pro and Alumni section of www.nbs-aerho.org. The postmark date for submissions – January 11, 2010 – will be here before we know it so don't delay. (We'll announce the exact exhibit and presentation dates before February 12, 2010.)

Do you know people, co-workers and/or friendly competitors, who should take advantage of what NBS has to offer? Help us get the word out about our alumni and professional services. Please share the link with your graduates and colleagues. And, ask those people to share the link, too! All it takes is a quick forward. We want to be a part of your continued professional development and a way for electronic media professionals to be officially recognized for outstanding work.

If you have any questions, please call 740-376-4828 or e-mail Marilee.Morrow@marietta.edu.

ATTENTION CHAPTER PROFESSIONALS

It's time to begin planning your submission(s) into our 2010 National Scholarly Paper and Production Competitions/Exhibitions and Panel Sessions, to be conducted at our National Convention in Dallas on March 9-14, 2010. Some key points to keep in mind:

- ⇒ The deadline for professional submissions has two parts. January 11, 2010 is the submission postmark deadline but the submission must also be received by January 15, 2010.
- ⇒ *Calls for Entries*, submission rules, and forms are available on the NBS website:
- ⇒ Presentations, Exhibitions and Panel Sessions will be scheduled in program sessions to be conducted throughout the during the convention. Specific dates and times will be announced in February, 2010.



Organize! Communicate! Succeed!

by Dr. Joe Chuk
VP for Chapter Development

"Time flies when you're having fun." I hope the fun isn't over but time has flown.

With that thought in mind, you should already be planning for a new year in NBS so you can have fun and run a successful chapter. The first national convention registration deadline is September 30, the regional conventions are a little more than two months away, the national convention grant deadlines and production competition deadlines are three months away, the chapter report deadlines day are in February, and the national convention is only seven months away. So, it's time to get planning!

Planning is important! If you don't have a good year-long game plan, go to the "Chapter Materials" section of the NBS-AERho Website. Click on "2009-2010" Chapter Activity Timetable and use this as a guide for chapter planning. Lay out your game plan and communicate it to your members and prospective members. Planning and communication are two of the most important keys to having a successful chapter.

But first, it's time for "house-keeping" details. Chapters need to get their "houses" in order and then need to move forward. Check your membership list on the website. Does the national office have the correct contact information for your chapter advisor and president? There will be a lot of contact with members by e-mail so we must have correct e-mail addresses. (We won't post e-mail addresses except with permission because of spam predators so we will e-mail advisors and presidents with our database list for your chapter). Please make an effort to see that every member of your chapter pays dues on time. Last year, there were a significant number of chapters that let people slide until just before the competition and convention deadlines. That made excessive work for our national office staff when it was far from convenient. Organizing information on your members is important in your local communication process as well. Be sure to have more than one process of communication to reach your members (such as e-mail lists, Facebook pages, posting signs on bulletin boards, and most importantly, word-of-mouth).

Keep in mind that the NBS-AERho officers are here to serve you. Contact us directly or call the national office at 636-536-1943 or 866-272-3746.



Don't Have \$97 Million Laying Around?

by Gina Grosso
NBS-AERho VP for Student Services

Summer is coming to an end (even though the weather is not sharing the feeling) and unfortunately not all of us are as fortunate as Eli Manning who just signed a new six-year, \$97 million contract with the Giants. Manning is now the highest paid player in the NFL, averaging \$15.3 million a year. With summer winding down so is my extra spending money, and NBS Regional Production Competitions and Conferences are right around the corner!

Now that "Back to School" ads have taken over commercial time, anticipation for the new school year is beginning to peak. It's not only time to get ready to go "Back to School," but also time to get ready for this year's NBS activities.

This month of summer is a perfect time to start planning ahead for the upcoming year. Your first couple of weeks back on campus are going to feel a little bit strange, so take some stress away by brainstorming some fundraising ideas. That way when you get back to campus you'll be able to hit the ground running. After all, your NBS Regional Production Competition may be right around the corner, and you can jump ahead of the curve by preparing your work now to submit it early instead of two days before the deadline.

Make sure your chapter plans several fundraisers early on because after this past summer, and with the current state of the economy, it is going to be extra important to have money in the bank account (we all can't be as lucky as Eli Manning). Enjoy the final month of summer. See you in the fall! Don't forget to have a lot of fun this year!

HOW TO CONTACT THE NATIONAL OFFICE

Mail

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Chesterfield, MO 63006

Phone

(636) 536-1943 or
toll free at 866-272-3746 (To-NBS-AERho)

Fax

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E-mail

nbsaerho@swbell.net



How To Hit the Ground Running

by Dan Church,
May 2009 Central Michigan Graduate

Finding a job right after graduation can be an extremely stressful process. I mean you try to prepare yourself with dozens of textbooks, exams, and college courses, but still feel like nothing can quite prepare you for the real thing. I should know, having just graduated in May from Central Michigan University with a degree in Broadcasting and Cinematic Arts. I remember spending a sunny afternoon in late April updating my resume. My education was listed, but what I really wanted employers to see were my two internships out in St. Louis and Los Angeles, that I was President of my NBS chapter at CMU and involved at the national level on the Student Advisory Council. After scanning my resume several times I realized that almost all of my "selling points" had come about in one way or another because of NBS.

Both of my internships were set up during National Conventions. At my first convention back in 2007 I was introduced to Kelly Kerr during the career focus sessions. My buddy and I pitched an idea for an interactive website, we had dinner later that night, and by summer I was in St. Louis working as an intern for Kelly. In 2008 during the National Convention in Anaheim, I was introduced to an internship coordinator at CBS Studios during a taping of "The Price is Right". We exchanged information and a few weeks later I was set to work as an intern in California.

And then there were the intangibles which cannot be listed on a piece of paper...the countless chapter meetings, guest speakers, production gigs, social events, station tours, and fundraisers. While I can't say that a specific chapter meeting or individual guest speaker single-handedly shaped my career, I can say that it laid the foundation that brought me to where I am today. And it took more than textbooks and college courses to prepare me for the "real world." I had to make the extra effort to get involved with my NBS chapter on campus, skip a few parties to attend station tours on the weekends, and save money during the year to attend National Conventions. Without these experiences in and around NBS I would not be anywhere close to the person I am today, or in the place I am this summer.

So what happened next for me after graduation? Well, I flew out for an interview in New York City and got a job on the "Late Show with David Letterman." It's been three months now and I have been having the time of my life. When I first started work I felt prepared, excited, and confident that what I had learned would steer me in the right direction and help me succeed on the show. So far so good, and I hope all of you have as much fun and success as I had during my time with the National Broadcasting Society!