



CALL TO ACTION

Focus on the Big Picture

By Dr. Bill Dorman, NBS President

Signals are means of communication; they are signs that incite somebody to action. Let this be a signal to you to MOVE into high gear, and bring your chapter members with you. Chapter leadership, set the groundwork with thoughtful planning, Chapter members, step up to the challenges to make this year something special. And remember that there is incredible power in numbers. Everyone, everyday, should be in recruitment mode. Convince ONE person to join your chapter, and if we all follow through, the number of people in your chapter will double.

The energy to accomplish comes from accomplishments. Success is contagious. We all want to be around leaders who follow through on their commitments. Winning organizations create a tradition, an expectation of achievement. Hard work is easy when you can keep your visualization clearly focused on the big picture.

"You can get overwhelmed with the minute details; however, when you can keep the broader perspective, you'll see that the big picture makes the small deadlines less imposing."

NBS is a large organization with many talented students, and many talented leaders. Rely on each other and turn to your chapter advisers and your national leaders for advice, for assistance, for whatever you need. That is why we are here. Send an e-mail to any of us and we'll see how we can help.

I used to say about parenting that days are long, years are short. That's probably true of college life as well. You can get overwhelmed with the minute details; however, when you can keep the broader perspective, you'll see that the big picture makes the small deadlines less imposing.

Regional conventions are already deep into the planning stages. The national convention is already the top agenda item for the next executive council meeting.

The future is now. You are now....

September 12 is the submission deadline for the next edition of *Signals Online*. Each chapter is invited to submit a summary of chapter successes to "Chapter Edits." Articles and pictures are also welcome. Send materials to nbssignalsonline@gmail.com.

NBS News Briefs

National Conference Calls and Webinars Scheduled – There are hundreds of questions to start a new school year of NBS. Some of the answers can be found on the NBS website under the "Chapter Materials" button. However, most chapters want more information. So a series of conference calls has been scheduled to help the chapters get focused and get their year off on the right foot. The kick-off conference call will be August 26, 27 or 28. The session will be offered on three evenings in order to accommodate different schedules. See the NBS website for more details. Your chapter should have at least one person join in a conference call on one of the nights. Additional conference calls with focused topics will be on September 16-18 and October 7-9.

AERho Constitutional Change Passes – By a vote of 60-0 (with one disqualified vote), the NBS National Council passed the proposed constitutional changes which will allow Alpha Epsilon Rho to make application to the Association of College Honor Societies. In September, the National Executive Council will propose changes to the by-laws to come into alignment with the constitutional changes.

NBS Loses Long-time Member, Dianna "Krash" Kirby – St. Louis Community College-Florissant Valley advisor, Dianna Kirby, passed away last month after suffering two heart attacks. Dianna was a 29-year member of NBS, serving in many capacities including regional director, NAC member and national Vice President for Services. She served as *Signals Online* editor for the last two years until her death. Dianna was known for her unbridled energy and support for NBS. In September, the National Executive Council will formally announce a new convention grant in her memory.



National Mailing Is On the Way – The fall mailing is headed to chapters. A box with NBS pocket folders, pens, printed calendars, and membership recruiting brochures should arrive at your advisor's campus address sometime the week of August 20-24. Use the items to unify your returning members and recruit new chapter members.

Regional Convention Planning is Underway – Four NBS regions are developing plans for regional conventions this fall in Des Moines, IA, Bloomsburg, PA, Boca Raton, FL, and Oklahoma City, OK. Details will be forthcoming by e-mail from the regional directors and posted on the NBS website.

Check Your Memberships Status – The membership number look-up function on the NBS Website can also be used to print out your chapter roster. Click on "Membership Number Lookup" on the NBS home page, choose your chapter from the drop-down list and click the "submit" button. You will then get a chapter roster of active members and those whose membership has expired in the past year.



FORTY BUCKS GOES A LONG WAY!

Money well spent

By Gina Gasper

Vice President of Student Services

Okay, cheesy MasterCard commercial reference aside, I'm very serious when I say that your 40 dollar NBS dues are well worth the cost.

It's the beginning of another school year, and as you travel back to your respective colleges and universities, I know there are probably hundreds of things on your minds. NBS may not be right up there with getting your dorm set up, finding where all your classes are, and buying your books, but it should fall in soon after them!

When you attend that first NBS meeting of the semester, you're going to hear a lot of things about NBS. One of the important is that dues are 40 dollars for the entire school year. I know that 40 dollars seems like a lot of money to college students, trust me, I thought the same thing! But what I can tell you is this much...paying your 40 dollars to be involved with the National Broadcasting Society will repay itself.

**College Tuition - A few thousand dollars.
College Textbooks - About 400 dollars.
NBS Dues - A mere 40 dollars.
The amazing things you get out of NBS -
Priceless**

When you are involved with NBS, there are so many opportunities you will receive, that paying 40 bucks will seem like nothing!

As a student member, you will have opportunities to participate in many different activities. I know that so many of our chapters do amazing things in their community, utilize their broadcasting skills, and bring in speakers to talk to members and give you an idea of what kind of jobs are really out there in the Electronic Media field. You also have the chance to go to conventions, meet other NBS student members, adults, and more people working in electronic media. You will begin building your very own network of employees, employers, teachers, and other students in our industry; something that is key if you want to work in this business.

More importantly, as a student member you have a voice in our organization. NBS is set up so students have a say in what we do. Your chapter presidents have contacts with students who serve on the Student Advisory Council. Those students then report to me, and I work with our National Advisory Council to make sure things are being done to benefit each and every one of our members.

I know that a new school year is the start of new beginnings. I hope that many of our current NBS members return to their meetings ready for an awesome year! (Trust me, it will be an awesome year!) If you're new to NBS, make sure that you get involved. It will be so worth it. And make sure that you and your members pay your 40 dollars to NBS. That's 11 cents a day, compared to everything you will gain from being in this organization.

DON'T FORGET THE MIDDLE MAN

Creating successful regions

By Marilee Morrow

Vice President for Chapter Development



Hello and WELCOME back to school!

It's my hope you've been energized by your summer break and are ready to take on another productive year.

Of course, there is a lot of routine that goes into the ending of the last school year and the beginning of a new one. Despite being "traditional" activities, these tasks require a lot of time and energy.

So, it should be no surprise that, despite the tradition, being a regional director for NBS takes a lot of time and energy. So, I'd like to thank – and praise – our regional directors for their ongoing efforts to complete their tasks as well as think outside of the "traditional" tasks.

"Offer your support... your assistance is crucial to the success of regional events."

Last year, among a number of other things, we asked our regional directors to "meditate" over regional alignment and regional conventions. In addition to brainstorming about what regional directors want to do in future years, we discussed the idea of joint regional training workshops/conventions, online regional conventions and other ways to help NBS members grow as professionals and benefit from advisor/regional director efforts.

What was the result of our discussions on these issues? There are many things in place that work "as is." And, there are a lot of things that can evolve to reflect changes in school calendars, trends in the industry, perceptions of our members, desires of the advisors/regional directors, etc.

So, with this in mind, check out the regional convention information. And, please take the time to offer your support to your regional director, regional convention host and production competition sponsor. Your assistance is crucial to the success of these regional events.

And, don't feel restricted to your particular region. Regional activities are open to NBS members nationwide. Inter-regional collaboration is, obviously, a big part of our success as a national organization.

While a number of advisors and members have already joined the conversation (THANK YOU for your input!), I'm inviting the rest of you to share your thoughts with me. We will continue to focus on these issues this year to help NBS continue to be the organization you want it to be.

Regional Conventions Scheduled as of August 15

Region 1 – Bloomsburg, PA Nov 9-10

Region 3 – Boca Raton, FL – Nov 16-17

Region 4 – Oklahoma City, OK – Nov 16-17

Region 5 – Des Moines, IA – Oct 26-27



COMMUNICATE!

How to keep everyone in the "loop"

By Dr. Jamie Byrne

Vice President for Communication

Greetings from steamy Arkansas! I'm not really sure where the summer went, but here we are in the land of Back to School sales and the general frenzy that usually comes with preparing for the start of fall classes. I hope that your summer was productive, relaxing, and profitable – whatever you needed for it to be.

With the start of another school year also comes the start of another NBS year, and my opportunity to make a pitch for increased communication between chapters and National, chapters and your regional director and/or district coordinator, and even for increased communication within your chapter itself – between officers and adviser and among members.

Communication within your chapter is important because it keeps your members in the loop and feeling as though they belong. Try to set a regular meeting date, time and place so that people can book it on their calendars and plan ahead to attend. It's a great idea to have a bulletin board and/or chapter website or listserv so that you can post meeting minutes and information on national and regional conventions, travel grants, service projects, production competitions, chapter meetings and speakers, etc. Some of the best chapters meet every other week, with their executive board meeting on the weeks that the chapter doesn't meet. This allows the exec board and adviser time to plan the activities and direction for the chapter and keeps everyone communicating.

Major Communication Events for Your Chapter

- ⇒ Send in the chapter's monthly report by the 10th of the following month. Fill in forms online at the website.
- ⇒ Participate in the national conference calls/webinars – see the NBS website for details.
- ⇒ Contact an officer or national office when you face a challenge.

Communication between your chapter and your regional and/or district directors and the national office is important because we want to help you celebrate your successes, and we also want to be of assistance if you are having a problem. Unfortunately, we can't help you if we don't know there's a problem. Need fresh programming ideas? Stuck on fundraising? Need to recruit more members? Have another chapter problem? That's exactly why your national and regional leaders are here – to provide assistance with those types of questions. We want your chapters to be as strong and healthy as they can be – that's when your members get the most out of their NBS experience. It's also how chapters accrue some Model Chapter points and get a head start on Society awards as well. Don't know how to contact people? Check the NBS website for contact information for district, regional and national leaders.

Again, welcome to another NBS year! Keep watching Signals Online, the NBS website and your mail for additional materials and information you'll need to make the most of this upcoming year. Thanks, and please let me know how I may be of service.

PROFESSIONALS WANTED

Put your contacts to work for you and NBS

By Dr. Bruce Mims

Vice President for Alumni and Professional Services



Let's begin our welcome-back-to-campus message with a big NBS shout-out to our chapter heroes, the Alumni/Professional Coordinators! Thanks for all you do to ensure your chapter's success!!

Chapters where student perform well in the A&P position get to share the wealth of experience that professionals can bring to the chapter.

New to the Chapter AP Position?

Here's a short list of activities that chapter AP officers can do to improve your chapter meetings, accumulate points toward the prestigious Model Chapter Award and solidify your chapter's relationships with your district and regional directors and with the National Office:

- ⇒ Update the name and address information of recent grads and submit this info to the National Office. Be sure to get as much info as possible: home and work addresses, cell and landline phone numbers, email address(es). Oftentimes, the administrative personnel in your academic department are willing to assist in helping you gather and organize this information.
- ⇒ Set a goal for initiating a certain number of new professional members this year. Make the goal reasonable and realistic. Ask other chapter members for recommendations. Members who have interned recently have good contacts – put them to work for you.
- ⇒ Arrange speakers for chapter meetings. Collaborate with your members to invite professionals to your chapter meetings who are good prospects for pro membership.

As preparations for next year's National Convention continue, a quick glance at my calendar reminds me that we're just weeks away from the submission deadlines for academic papers and panel proposals.

As I indicated in my April's Signals article, the National Convention is not only an excellent venue for sharing your chapter-advising expertise and experiences with fellow professional members, it also offers a meaningful opportunity for enhancing your professional credentials.

Mike McHugh, advisor at Southwest Minnesota State, reminded attendees at our 2007 National Convention that participation in invited panel sessions represents an excellent involvement opportunity for NBS members who seek presentation venues outside the academic paper and production and competition.

If your institution recognizes and/or rewards panel participation as a professional activity, I strongly encourage you to contact me or Mike (mchugh@southwestmsu.edu). We're anxious to hear your panel-idea proposals. Alternately, you might have a presentation topic in mind that I could match with other topics to create a panel theme. Mike already has proposed some ideas that he'd be glad to share with you and discuss how to integrate your topic into the discussion.

Please know that I'll gladly document evidence of your active participation in our (continued on page 3)

(continued from page 2) National Convention for inclusion in your tenure / promotion dossier or record of service.

I'd also call to your attention several other activities that are moving up from summer's back burner:

2008 National Convention Advisor/Pro Breakfast:

There was no "planned" event at the breakfast this year – but a good opportunity for cross-table discussion and fellowship.

I'd like to know if you'd prefer to devote a portion of that time during the March 2008 Convention to an organized activity,

such as an invited speaker or panel presentation, or would you prefer that

we continue as we did last March in Chicago?



2007 Advisor/Pro Breakfast in Chicago

Career Focus 2008:

I'm actively soliciting your assistance in helping stage Career Focus in Los Angeles.

My west-coast professional contacts are very limited, so I'm reminding you that I ask your help in securing pros who will devote a couple of hours to helping our students.

Do You Have Any Contacts in LA?

If you can initiate the contacts, I'll be glad to do the follow-up. If you don't have time to write emails or make phone calls, I'd appreciate receiving the contact info from you and I'll take it from there!

Summertime activities:

Did you complete a production, publish an article, or achieve professional recognition since the last edition of Signals circulated? If so, please contact me and I'll share the good news with fellow pro members.

Suggestions for implementing a forum or listserv for members also have been discussed. Please let me know if you're in favor of establishing a forum for pro-member communication.

Finally, please take a moment to put a reminder on your calendar about submitting your panel ideas to me before our October 31 deadline. I'm anxious to hear from you and to begin shaping the events for NBS 66! Best wishes as you settle into the beginning of your new academic year.

Professional Deadlines

- Oct 31 – Submitting Panel Proposals
- Oct 31 – Interactive Digital Competition Submissions
- Oct 31 – Professional Academic Paper Submissions
- Dec 31 – Professional Dues Deadline
- Dec 31 – Professional Audio and Video Competition Submissions

N... A... WHAT?

Behind the Scenes with the NAC

By Dr Pat Reighard

National Advisory Council Chair



The NAC welcomes you to a new year! So what is this thing with the acronym "NAC?"

To quote the NBS Constitution, "the purpose of National Advisory Council is to advise the President and other components of NBS." The NAC shall not exceed ten members. At least four members shall come from outside the academic area; at least one shall be a professional member; at least one shall be a chapter advisor, as recommended by the Chapter Advisors Council; and, at least one shall be an undergraduate student, as recommended by the Student Advisory Council."

How does one become a member of the NAC? Members are appointed by the President with the majority approval of the Executive Board. There is no limit on the number of terms NAC members may serve. The Chair of the National Advisory Council is appointed by the President and is a voting member of the National Council.

What exactly does the NAC do? The NAC maintains continuing contact with the President and also advises and gives counsel to the Executive Board, regional and district directors, and chapters, if requested. The NAC assists with the planning, development, and coordination of the annual national convention. They conduct searches for future growth, direction and funding for NBS.

Now the next time you come across something that refers to the NAC, you'll know about this group of volunteers who play a significant role in "the future of electronic media . . . since 1943."

Student Advisory Council

The student Advisory Council is designed to gather feedback from student members and convey the "pulse" of the organization to the National Executive Board and National Advisory Council. The SAC is chaired by NBS VP for Student Services, Gina Gasper. The names of this year's council members are listed below. Contact information can be found on the [NBS website](#).

Region 1

Vincent Iorio – Monmouth University
Neil Kurtz – Kutztown University
Nicole Nowakowski – Millersville University

Region 2

Dan Church – Central Michigan University (rep to NAC)
Garry Chad Landman – Freed-Hardeman University

Region 3

Kathryn Smith - University of Florida

Region 4

Karie Schmidt – Abilene Christian University

Region 5

Samantha Gronlund – Winona State University
Adrian Whitsett – University of Nebraska-Lincoln

Region 6

Hailey Higgins – Weber State



Welcome Back!
(Where Did Summer Go?)

By Jim Wilson
 NBS Executive Director

I remember sitting back and thinking how glad I was that summer was here and I could function at a slower pace. I have a *Far Side* calendar on my desk and I rip the pages off one day at a time. It feels like I ripped off May 31 and the next day was August 15. I guess that proves my old adage, "Time flies whether or not you're having fun."

With that depressing thought in mind, you should already be planning for a new year in NBS so you can have fun. The regional conventions are a little more than two months away, the convention grant deadlines and production competition deadlines are three months away, the next national convention registration deadline is four months away, the big chapter deadline day is six months away, and the national convention is seven months away.

So, it's time to get planning!

We have some new opportunities for chapters this year beginning with a series of conference calls / webinars to help chapters function at the highest level. There have been some changes in the National Student Electronic Media Competition. We will spend some time on the competition and the national convention grants in the September edition of *Signals Online*. The November edition of *Signals Online* will provide background on the national convention which runs from March 11-16, 2008 in Anaheim, California. Our convention hotel is located on Disneyland property. We expect to have plenty of options for our convention attendees, including sessions with some of media's best, tickets to network TV tapings, reduced cost tickets to Disneyland, and an opportunity to network with electronic media professionals and future professionals.

We have "all this and more coming up on NBS." But first, it's time for "house-keeping" details. Chapters need to get their "houses" in order and then need to move forward. **First, 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 have to e-mail advisors and presidents with our database list for your chapter). Please make an effort that to have every member of your chapter pay dues. Last year, there were a significant number of chapters that let several people participate in chapter activities without paying the \$40 annual dues. That doesn't sound like much of a problem does it? Well, multiply that times 80+ chapters and you have 500 to 1000 unpaid members. That means we were short \$20,000 to \$40,000 in membership dues. **That meant we had to cut out services and activities that would have benefited all of our membership.** Let's correct that practice this year.

The most important thing to keep in mind is that NBS is here to serve you and I am here to make sure things work. If you have problems contact me 636-536-1943 or 866-272-3746.

FINDING YOUR "SECRET WEAPON"

How NBS membership led me to my dream job

By Tiffany Engler
 NBS Assistant Convention Coordinator



It's hard to believe that five years ago I was in a similar situation you are in: wrapping up a full time job, finishing up an internship, saying "goodbye" to the freedom that comes with summer and "hello" to another year of school. Whether you are a freshman or senior I welcome you to some of life's best years – the college years!

I met many current NBS members at the 2007 Chicago National Convention. I enjoyed making several hundred new friends and seeing old ones. While I may be a new face to you, I am no stranger to NBS. I was a student member from 1998 through 2002. I served as a chapter president at the University of Wisconsin-Oshkosh and was part of the National Advisory Council.

Following graduation, I pursued my career as a television news producer in Wausau and Green Bay, Wisconsin and Portland, Oregon. Two years ago, I left the news business, at least for a while, to try my hand at being an entrepreneur. My new ventures have taken me to Las Vegas and St. Louis. Since being in the St. Louis area, I have reconnected with NBS-AERho and I'm helping out in the national office.

One of the best things about this role, is that I am able to share with you – potential and current members – the impact NBS had on my life, and the impact it can have on yours.

NBS was essential to my success as a college student and eventually a television news producer and today as an entrepreneur. Looking back, I believe joining the organizations was one of the best decisions I ever made, for three reasons:

First, **NBS connected me to other students who were as passionate about the media industry as I was.** When I joined NBS, I had an immediate group of friends who shared the same interests as me. In fact, I met my best friend through NBS. Having that support system through NBS made the seeming impossible times, much more manageable.

Second, **NBS taught me the importance of being a good steward to our neighbors and the earth.** As an NBS member I co-produced a telethon for sick children, raked leaves for the elderly and picked up trash along highways. The ways I volunteer my time and donate my money have changed since then, but my dedication to people and the environment has not. If not for NBS, it may have taken me years to learn the importance of "paying it forward."

Third, **NBS regional and national conventions put me in the "right place, at the right time."** While networking at a national convention in Washington D.C. I met a TV news anchor who worked at market close to my Midwest home. The anchor got me an internship as his station. That internship led to another one at a cable station and led to another one at Dateline NBC, which eventually led me to my first job out of college as a local television news producer. To this day I call that TV news anchor my "secret weapon." **The point is you can't ever network too much or meet too many people, that's one of the advantages to joining NBS.**

I encourage everyone who has a desire to work in the electronic media to join NBS. **Could I afford the membership dues and regional and national conventions? It was my future and I couldn't afford not too.** I knew what my priorities were and I found creative ways to fund my dreams. My hope is that you too join NBS, because your "secret weapon" is out there waiting for you.