

Audio Engineering Society | Central Indiana Section

6502 Santa Ana Lane • Indianapolis, IN 46214
E-Mail: CentralIndianaAES@gmail.com Web: CentralIndianaAES.org



Central Indiana Audio Student Workshop 2013 REPORT

On February 16, 2013 the Central Indiana Section of the Audio Engineering Society hosted the Second Annual Central Indiana Audio Student Workshop. The event was hosted by Section Chair, Fallon Stillman, and coordinated by Workshop Advisor, Kyle P. Snyder, with great assistance from the Executive Board of the Central Indiana Section as well as the faculty, staff, and students of the Indiana University Department of Recording Arts. The Central Indiana Audio Student Workshop 2013 was held on the campus of Indiana University - Bloomington, in the Department of Recording Arts studios and related facilities.

Purpose

Like other regional events, the Central Indiana Audio Student Workshop was originally modeled in 2012 like a mini-convention and we're pleased to be continuing with this vision. Our overarching goal is to provide an intimate learning environment, open to anyone interested in audio, including local professionals, university students, and high school students. We also wanted to provide the Workshop free of charge, to give students of all means equal access to the audio instruction we were providing. Also, not only did we want to provide high-quality instruction for free, but we wanted to ensure that an acceptable student to teacher ratio was achieved, so that students felt less like they were part of a crowd and more like they were in a small classroom where they could ask questions.

Planning

A primary consideration in hosting the Central Indiana Audio Student Workshop was providing audio students within the region support by giving them a free event which they didn't have the burden of planning. We felt students were more likely to get involved in AES and attend other events if they were not burdened with the planning of a day-long workshop. As we hosted the first workshop on the campus of Ball State University, we chose this year to move venues as planned to Indiana University. Ideally we will be able to continue this trend in coming years, making the event accessible to students across various regions of the state.

One major factor unique to our rotating venue workshop model is that it was relatively challenging to plan an event at a facility that many of our Executive Committee had seldom visited. For that reason, it was critical for the Executive Committee to rely upon a resident Workshop Host to ensure for a smooth event, as well as the guidance of a Workshop Advisor (the previous years host) to keep planning moving forward in an orderly and consistent manner. In the future, we plan to continue this concept of Workshop Hosts & Advisors, passing the torch from year to year to alleviate burnout from event planning.

The Central Indiana Section was fortunate to retain a modest profit from the 2012 Student Workshop which allowed us to immediately plan a larger and more ambitious workshop with further assistance from with sponsors. By working with sponsors to underwrite individual panels,

exhibit booths, and title sponsorship of the Workshop itself, we underwrote the entire cost of the Workshop without external assistance from Regions & Sections. This allowed us to provide students luxuries like lunch, and we again retained enough of a profit that future student events will be starting out with a self-created budget.

Our largest challenge again this year was communication; however, we've found that once an event has occurred it's far easier to make it happen again as it is now officially annual. We've heavily utilized social media including Facebook and Twitter, as well as targeted email campaigns, however those only worked if individuals were following our accounts or the accounts of individuals sharing our event. Thus, in the early stages of planning we sent preliminary flyers to every Colleges and Universities in the state and to local audio professionals to illicit interest. Once our schedule was set, we continued to mail flyers to these locations, but expanded to included area high schools who had TV and radio studios or theatre programs in order to best inform high school students. We found these mailings to be very effective in driving registration, though the cost of traditional mailing is a burden.

In planning the Workshop, one thing we struggled with was the schedule itself. Given the unique nature of our event, we wanted all presenters to have equal amounts of presentation time, but we also wanted to ensure that students had ample time to converse and network between panels. Thus, we continued to use a strict block schedule that was adopted in 2012 which includes generous "passing-periods" for students to enjoy exhibits and network.

Results

Our pre-registration topped out at over 250, and we saw physical attendance at over 200 including numerous walk-in's, reaching a group of audio students and professionals from every corner of the state and many from neighboring territories, who were appreciative beyond words. We couldn't have been more pleased with how the event turned out.

Our rotating venue model was praised by many students who did not attend in 2012 given the required drive but did attend in 2013 as they live in Bloomington. The students indicated that while they wouldn't previously have driven to AES workshops or events in the past, they now would be inclined to do so as they know what to expect. We believe this rotating venue model can be very beneficial to expanding awareness of AES throughout areas where students and professionals have less contact with fellow AES members or sections. There were also numerous returning attendees who sought out Executive Committee members to offer praise and thanks.

What We've Learned

As in the past, communication is absolutely critical for informing students and educators about the Workshop. The AES Educators Forum was quite helpful in spreading the word to educators and eliciting presenters, however this tool only goes so far. We used social media including Facebook and Twitter, as well as targeted email campaigns heavily to communicate our messages, and several tools made that process much easier.

The Central Indiana AES website is based upon WordPress, which makes web administration amazingly simple for us and it allowed our entire team to make incremental updates to the event

site on the fly. Because of its ease of use, we cannot recommend the use of WordPress highly enough.

Central Indiana AES email campaigns are built using MailChimp's free account. With less than 2,000 subscribers to our updates, this is an ideal solution for our section to create beautifully styled HTML email campaigns (Sample - <http://bit.ly/CIASW2013eml>).

For handling event registration, we considered utilizing AES's servers in 2012, however we felt it would be easiest to utilize the services offered by Eventbrite. This has truly been a perfect solution for our needs as we've been able to effortlessly craft custom registration forms to collect specific data, and the service has worked reliably across all platforms including the mobile web. What has truly been an asset for us, however, are the provided tools for executing and tracking event day check-ins using QR Code scanning. We would recommend that other sections consider utilizing Eventbrite for similar events in the future.

To manage our social media presence, the Central Indiana AES utilized HootSuite to schedule pre-crafted messages across networks and to allow multiple individuals access to our different feeds. This proved useful in maintaining an unattended but active presence on social networks on the day of the Workshop.

Aside from tools we discovered in 2012 and have continued to utilize which have made the process of running a large scale event far easier, we need to continue planning for larger attendance numbers and plan accordingly with appropriately sized venues and an adjusted schedule to better serve the needs of our attendees. Additionally, we intend to continue expanding the workshop planning team to ensure that the events success does not take a toll upon our Executive Committee.

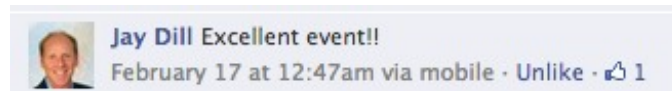
Reactions



CIASW 2013 Student Attendee

"I send this email with special compliments on a job well done with the conference. Thank you for your time in planning this event. It was great meeting you and being apart of the conference.

CIASW 2013 Student Attendee



CIASW 2013 Sponsor

" Great job on the Student Workshop, heard nothing but good things about it!"

CIASW 2013 Professional Attendee

Events

- Konrad Strauss: CIASW 2013 Keynote
- Mark Rubel & Jonathan Pines: Interactive Film Mix Session
- Jeff Tackett: Independent Studios vs. High technology- How to High Tech Your Small Studio
- Dan Porter: Small Room & Studio Acoustics
- Jon Vickers: Tour & Special Presentation of the Indiana University Cinema
- Marc DeGeorge & SSL: Why do You Work That Way? A Candid Conversation About Studio Workflow
- Douglas McKinnie: Live Sound for Musical Theatre
- Ian Corbett: Can I Download Good Sound?
- Chris Gill: Fundamentals of Audio Test and Measurement
- Tony Tadey: An Introduction to Audio Preservation
- David McNutt: Speech Intelligibility
- Tom Harding & Ryan Griffin: A Nashville Tracking Session
- Gary Gottlieb: Studio Slave to Audio Professional
- Dawn Flinn: Best Practices for Hearing Conservation in the Music Industry
- Michael Stucker: A Hands on Vacuum Tube Circuit Building Lab
- Travis Atkinson: Tracking Jazz with AEA Microphones at Echo Park Studios
- IU Radio & TV Staff: Tour & Special Presentation of Radio & TV Infrastructure / Workflow.
- Gavin Haverstick: Acoustical Testing and Analysis: Knowing Your Acoustical Issues Is The First Step Towards Fixing Them
- Jeff Tackett: From Digital to Vinyl - Revisiting Vinyl as an Alternative to iTunes
- Marc DeGeorge & SSL: Solutions for the Hybrid Studio. Best Practices for DAW Integration and Analogue Summing
- Konrad Strauss: What is Loud? The concept of loudness, the role it plays in mixing, & how it effects the listener
- Kyle P. Snyder: Regions & Sections Meeting, Closing Ceremonies, & Prize Giveaways

Note: Full schedule provided in Appendix A

Sponsors

Name / Level

Solid State Logic / Title

Auralex, Inc. / Platinum

Harman International / Platinum

Sweetwater / Platinum

Ear Everything / Gold

Shure Inc. / Gold

Midas / Gold

Focal Press / Silver

Appendix A: Student Workshop Schedule & Maps



Saturday, Feb 16	8:00a-8:30a	8:30a-9:15a	9:30a-11:00a	11:15a-12:45p
MAC Lobby	REG	Registration Open	Registration Open	Registration Open
MAC 405	Registration / Meet & Greet	--	Interactive Film Mix Session: Mark Rubel & Jonathan Pines	
Simon 354		--	Independent Studios vs. High technology- How to High Tech Your Small Studio: Jeff Tackett	Can I Download Good Sound?: Ian Corbett *
Mac 427		--	Small Room & Studio Acoustics: Dan Porter. *	Fundamentals of Audio Test and Measurement: Chris Gill.
Special Topics / Variable Venues		--	Tour & Special Presentation at the Indiana University Cinema: Jon Vickers	An Introduction to Audio Preservation: Tony Tadey. Location - Indiana University Archives of Traditional Music
SSL Demo Room / Simon 340		--	Why do You Work That Way? A Candid Conversation About Studio Workflow: Marc DeGeorge & SSL *	SSL Demos
Special Topics / Variable Venues		--	Live Sound for Musical Theatre - Session 1: Douglas McKinnie. Location: MAC Hall	Live Sound for Musical Theatre - Session 2: Douglas McKinnie. Location: MAC Hall
Sweeny Hall / Simon 015		Opening Ceremonies with Workshop Organizers & CIASW 2013 Keynote by Konrad Strauss *	--	Speech Intelligibility: David McNutt
MAC Lobby 2	--	--	Exhibits	Exhibits
Saturday, Feb 16	8:00a-8:30a	8:30a-9:15a	9:30a-11:00a	11:15a-12:45p

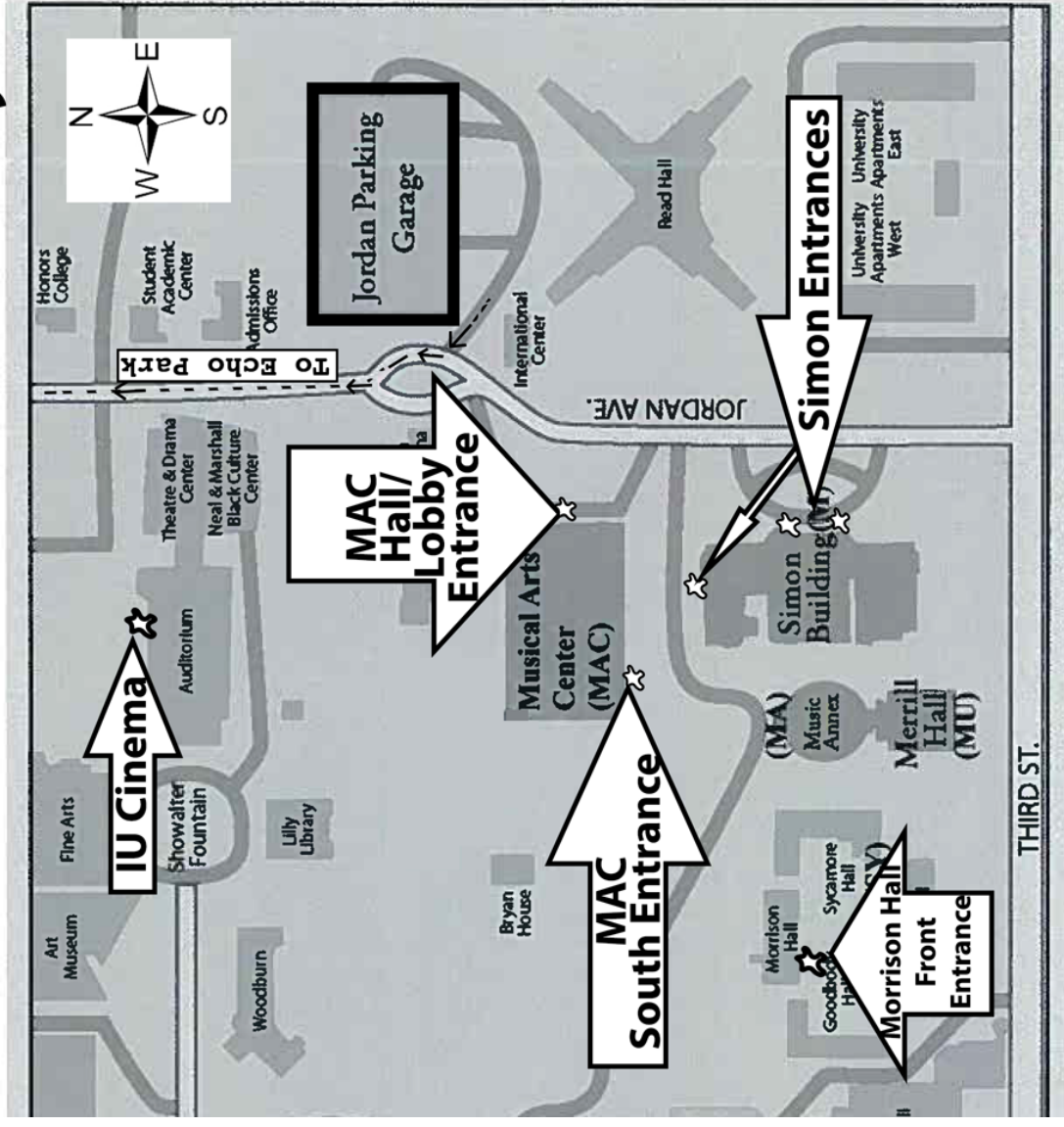
Sessions marked with an asterisk * indicate content especially appropriate for beginning engineers or high school students.



Saturday, Feb 16	12:45p-1:45p	1:45p-3:15p	3:30p-5:00p	5:00p-5:30p
MAC Lobby	REG	Registration Open	--	--
MAC 405	F r e e L u n c h I n M A C L o b b y	A Nashville Tracking Session: Tom Harding & Ryan Griffin *		--
Simon 354		Studio Slave to Audio Professional: Gary Gottlieb *	From Digital to Vinyl - Revisiting Vinyl as an Alternative to iTunes: Jeff Tackett	--
Mac 427		Best Practices for Hearing Conservation in the Music Industry: Dawn Flinn. *	--	--
Simon 257		--	A Hands on Vacuum Tube Circuit Building Lab: Michael Stucker. Two Sessions - 3pm & 4pm.	--
Special Topics / Variable Venues		Tracking Jazz with AEA Microphones at Echo Park Studios: Travis Atkinson. For directions see map.		--
SSL Demo Room / Simon 340		SSL Demos	Solutions for the Hybrid Studio. Best Practices for DAW Integration and Analogue Summing: Marc DeGeorge & SSL	--
Special Topics / Variable Venues		Tour & Special Presentation of Radio & TV Infrastructure / Workflow. Meeting Location - MAC Lobby	--	--
Sweeny Hall / Simon 015		Acoustical Testing and Analysis: Knowing Your Acoustical Issues Is The First Step Towards Fixing Them: Gavin Haverstick	What is Loud? The concept of loudness, the role it plays in mixing, & how it effects the listener: Konrad Strauss *	Regions & Sections Meeting, Closing Ceremonies, & Prize Giveaways *
MAC Lobby 2	REG	Exhibits	Exhibits	--
Saturday, Feb 16	12:45p-1:45p	1:45p-3:15p	3:30p-5:00p	5:00p-5:30p

2013 Central Indiana AES Student Workshop

Indiana University Campus Map



PARKING

is available at the Jordan Parking garage on Jordan Avenue in between 3rd St and 7th St.

MAC 405/427

are located on the 4th floor, accessible via the large orange elevator immediately inside the MAC South Entrance.

Sweeny Hall/Simon 015

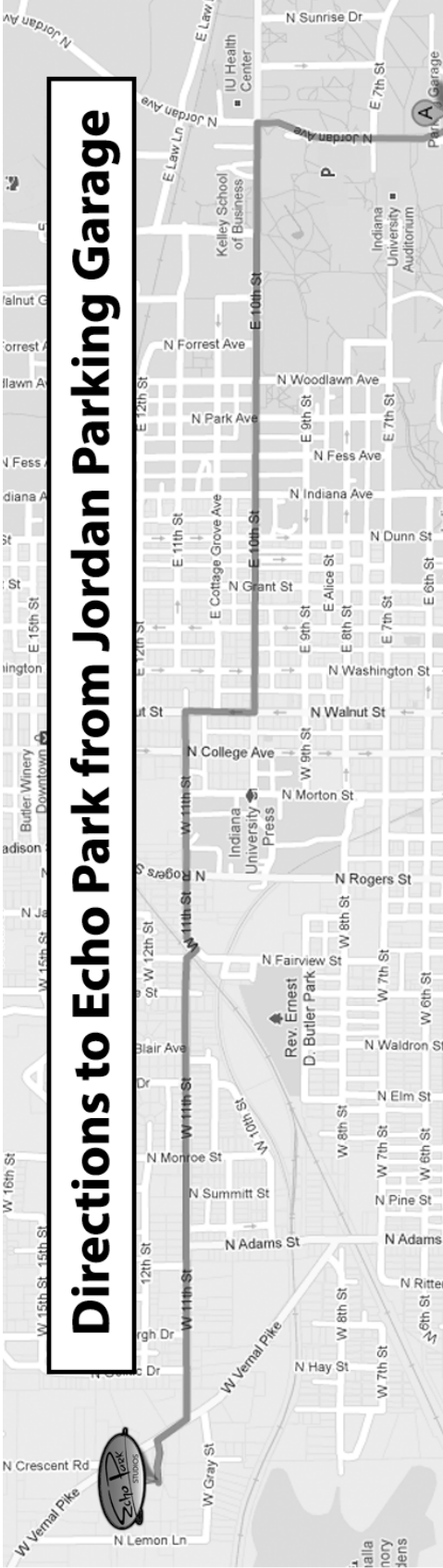
is accessible via the first floor of the Simon building, near the north staircase.

Musical Arts Center
101 North Jordan Avenue
Bloomington, IN 47406

Echo Park Studios
2051 W Vernal Pike
Bloomington, IN 47404

The Archvies of Traditional Music

is located inside Morrison Hall. Enter Front (South Courtyard) Entrance and descend stairs to Hoagy Carmichael Room - Room 006.



Exit Jordan Parking Garage and turn right until you reach Jordan Ave. Turn right on Jordan Ave (at traffic circle). Take Jordan Ave through the stop sign (7th St) and turn left at the first stoplight (10th St). Travel West on 10th, and turn right on Walnut. Turn onto the 2nd street on the left, 11th St. There is no stoplight at 11th and Walnut. Travel west on 11th and when you come to a railroad overpass take a slight right to go under it to stay on 11th. Eventually, 11th veers sharply to the right and becomes West Venral Pike. Immediately turn left onto a drive with a sign that reads Bender Lumber Corporate Office (see picture 1). Then, stay to the left, and Echo Park is the first building on the far left.

2051 W Vernal Pike, Bloomington, IN 47404
Phone: (812) 331-2762

Appendix B: Student Workshop Posters



FREE EVENT



PREREGISTERED
students checked in by
10am get a free **LUNCH** and
are entered to win **PRIZES!**

Registration & Schedules
CentralIndianaAES.org

Opening Keynote by Konrad Strauss!

Presentations and workshops with legendary audio professionals like Ian Corbett, Marc DeGeorge, Wes Dooley, Dawn Flinn, Chris Gill, Gary Gottlieb, Ryan Griffin, Tom Harding, Gavin Haverstick, Mark Hood, Mark Mayhew, Douglas McKinnie, David McNutt, Jonathan Pines, Mark Rubel, Konrad Strauss, Michael Stucker, Jeff Tackett, Tony Tadey, David Wright, and more!

Tutorials and workshops on tracking techniques, How to high tech your small studio, Can I Download Good Sound?, Studio Slave to Audio Professional, Multiple Electronics Workshops including Audio Test & Measurement, Best Practices for Hearing Conservation, Why do You Work that Way? A conversation about studio workflow, Solutions for the Hybrid Studio, Best practices for DAW Integration and Analogue Summing, Live Sound for Theatre, Process of design and construction for a large venue, Speech Intelligibility, Acoustical Testing and Analysis, and more!

Presented by

Solid State Logic
S O U N D | V I S I O N

Supported by

Auralex
acoustics

HARMAN

Sweetwater
Music Instruments & Pro Audio

**FEB.
16TH
2013**

Make lasting connections — impact your career.

www.CentralIndianaAES.org | centralindianaaes@gmail.com



PREREGISTERED STUDENTS CHECKED
IN BY 10AM GET A FREE LUNCH
AND ARE ENTERED TO WIN PRIZES!

Presented by

Solid State Logic
SOUND | VISION

CENTRAL INDIANA

FEB. 14TH

**AUDIO 2013
STUDENT**



WORKSHOP

INDIANA UNIVERSITY

Supported by



Workshops from

IAN CORBETT • MARC DEGEORGE • WES DOOLEY • DAWN FLINN • CHRIS GILL • GARY GOTTLIEB • RYAN GRIFFIN
TOM HARDING • GAVIN HAVERSTICK • MARK HOOD • MARK MAYHEW • DOUGLAS MCKINNIE • DAVID McNUTT • JONATHAN PINES
MARK RUBEL • KONRAD STRAUSS • MICHAEL STUCKER • JEFF TACKETT • TONY TADEY • DAVID WRIGHT

Appendix C: Student Workshop Photographs



Students checking in bright and early.



Sponsors setting up their booths in the MAC.



Kyle P. Snyder addressing a great crowd prior to the day's keynote address.



Workshop host Fallon Stillman introducing keynote speaker Konrad Strauss.



CIASW 2013 keynote speaker Konrad Strauss.



Konrad Strauss addressing a great early-morning crowd at CIASW 2013.



Douglas McKinnie discussing live sound for musical theatre.



Douglas McKinnie discussing live sound for musical theatre.



Jonathan Pines breaking down the anatomy of a mix.



Dan Porter discussing small room and studio acoustics.



Dan Porter discussing small room and studio acoustics.



Marc DeGeorge of Solid State Logic discussing digital technology and studio workflow.



Marc DeGeorge of Solid State Logic discussing digital technology and studio workflow.



Jeff Tackett and his panel discussing the role of technology in the small studio.



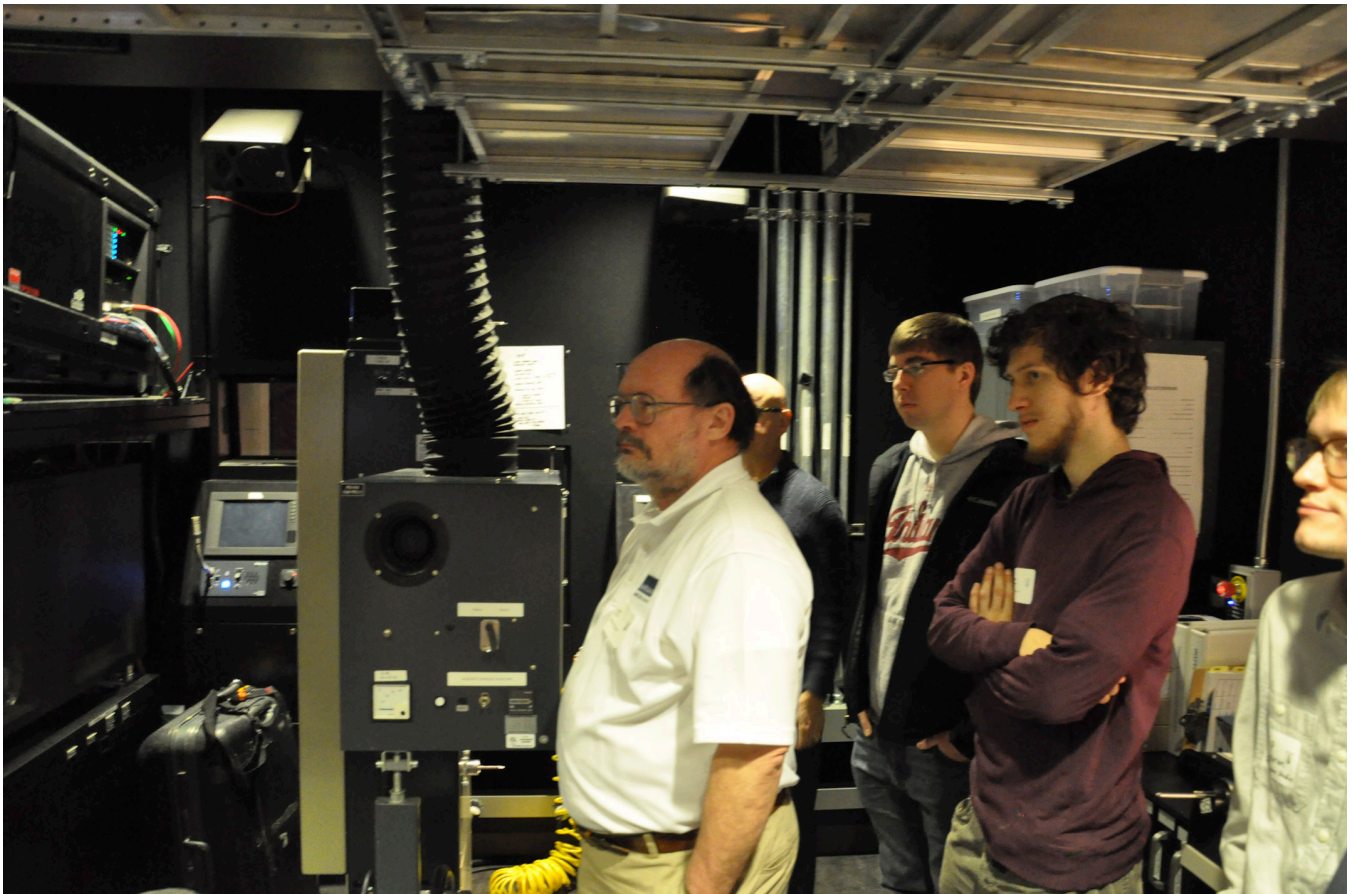
Sessions so popular they're lined out the door!



An amazing tour of the IU Cinema.



The IU Cinema projection room.



The IU Cinema projection room.



An introduction to audio preservation at the Indiana University Archives of Traditional Music.



An introduction to audio preservation at the Indiana University Archives of Traditional Music.



Chris Gill presenting the fundamentals of audio test and measurement to a packed room.



Jonathan Pines breaking down the anatomy of a mix.



Konrad Strauss admiring the Harman booth.



Douglas McKinnie discussing live sound for musical theatre.



Workshop attendees at the Sweetwater booth.



Workshop attendees at the Harman booth.



David McNutt discussing speech intelligibility with some enthusiastic attendees.



Ian Corbett discussing obtaining and playing back high quality audio files in this digital age.



Don Wershba of Solid State Logic demonstrating several exciting products.



Workshop attendees at the earEverything booth.



Workshop attendees at the Auralux booth.



Lunch time at CIASW 2013!



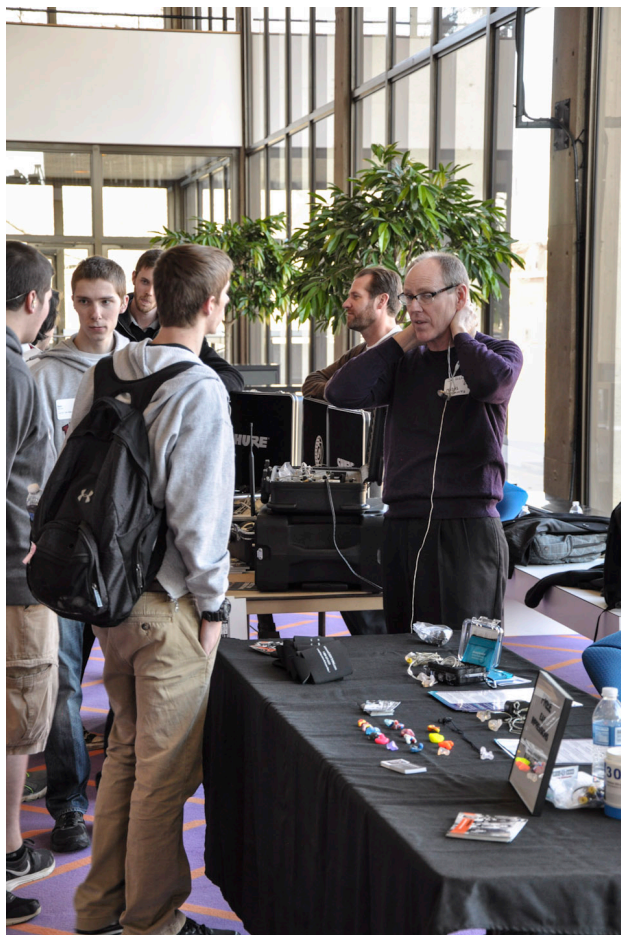
Lunch time at CIASW 2013!



Lunch time at CIASW 2013!



Workshop attendees at the earEverything booth.



Workshop attendees at the Shure booth.



Central Indiana AES staff coordinating the afternoon sessions.



The Midas booth being admired by workshop attendees.



Tom Harding and Ryan Griffin introducing workshop attendees to a Nashville tracking session.



Tom Harding and Ryan Griffin introducing workshop attendees to a Nashville tracking session.



Tom Harding and Ryan Griffin introducing workshop attendees to a Nashville tracking session.



Dawn Flinn discussing best practices for hearing conservation in the music industry.



Gavin Haverstick discussing with attendees how to fix acoustical issues by understanding existing problems.



Gavin Haverstick discussing with attendees how to fix acoustical issues by understanding existing problems.



A tour of the IU Radio & TV Infrastructure.



A jazz tracking session featuring AEA Microphones at Echo Park.



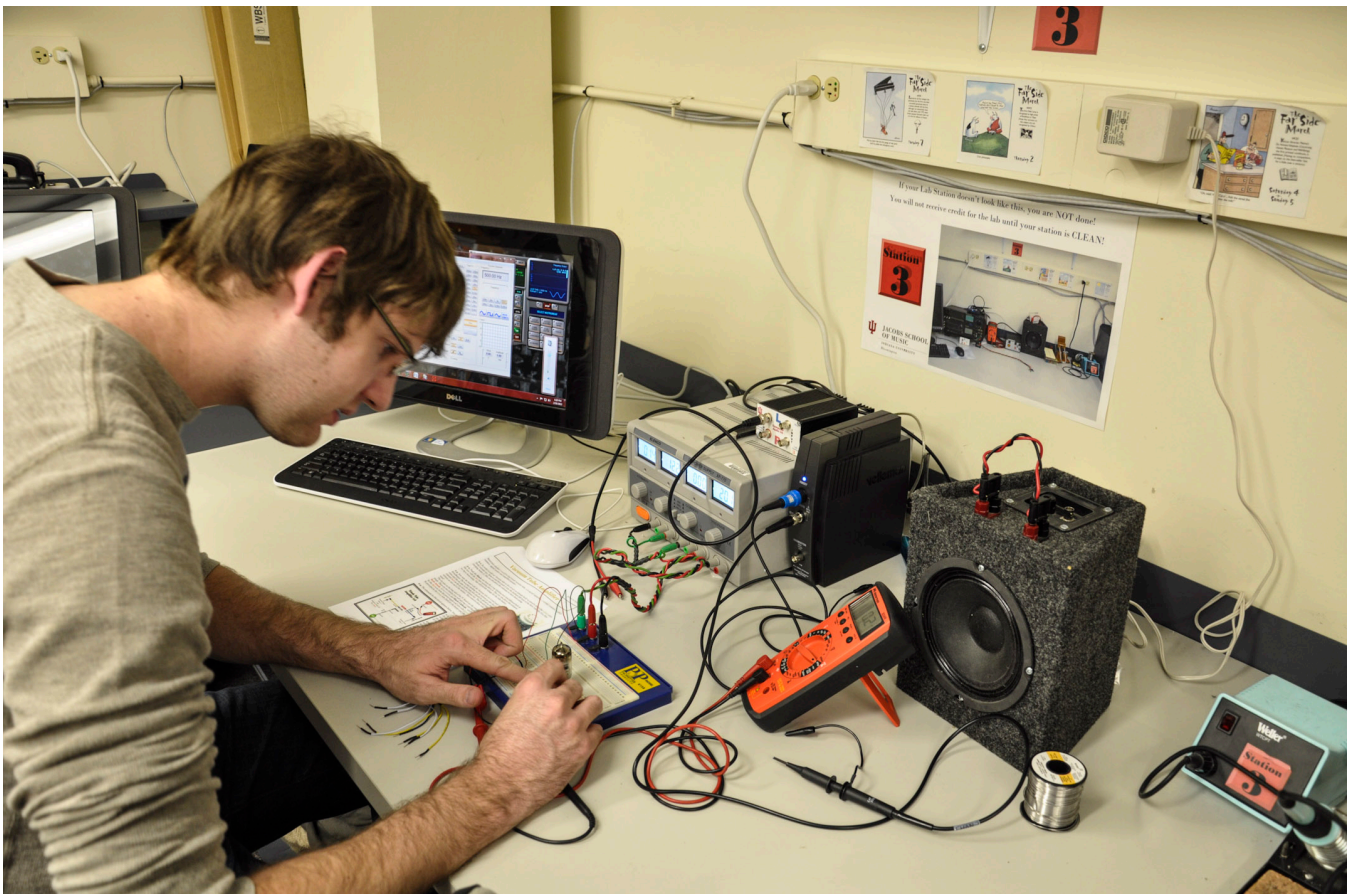
A jazz tracking session featuring AEA Microphones at Echo Park.



A jazz tracking session featuring AEA Microphones at Echo Park.



Building a vacuum tube circuit in a hands on lab with Michael Stucker.



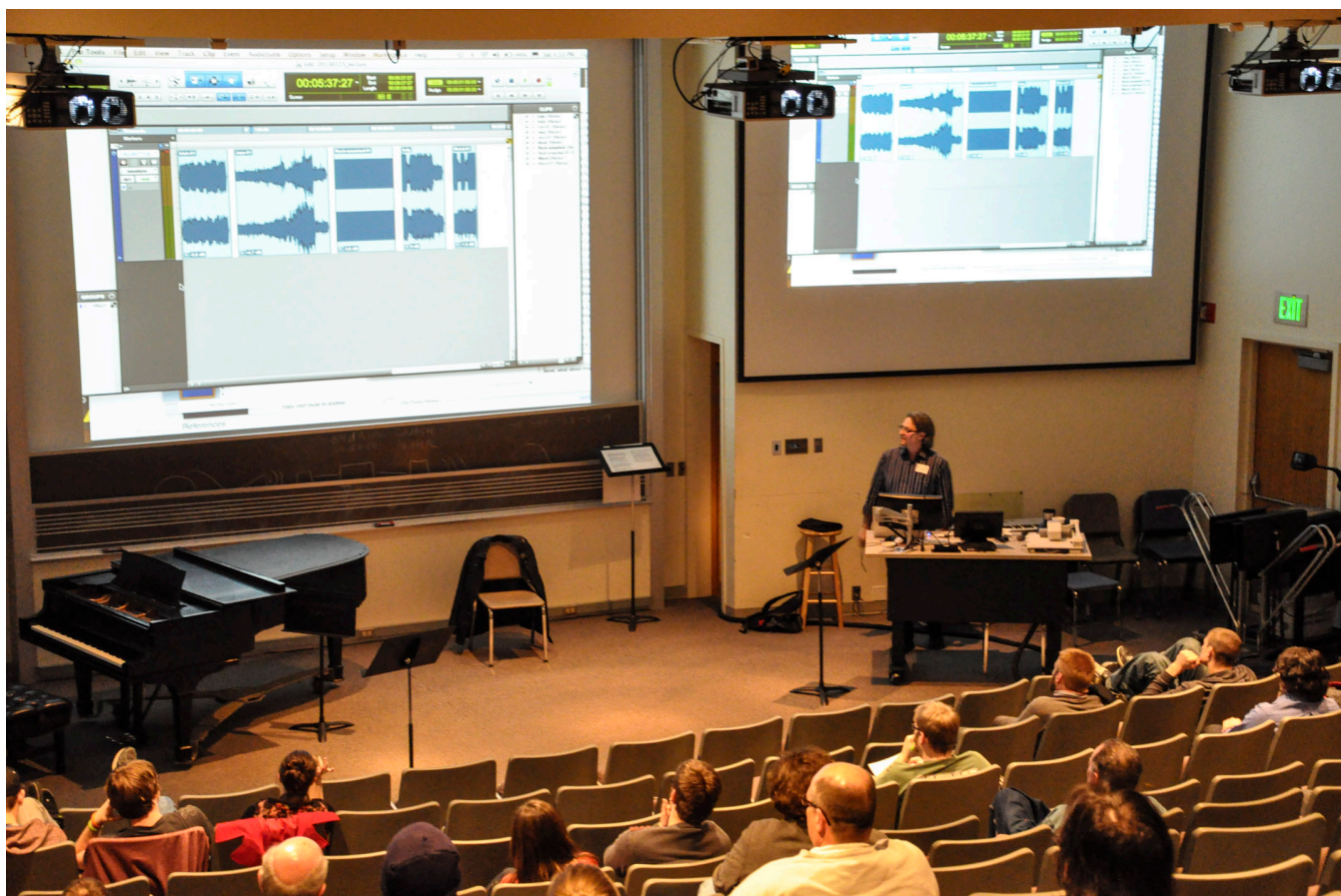
Building a vacuum tube circuit in a hands on lab with Michael Stucker.



Building a vacuum tube circuit in a hands on lab with Michael Stucker.



Discussing vinyl with Jeff Tackett.



Konrad Strauss discussing mastering levels and loudness.



Workshop attendees milling in for the closing ceremonies.



Kyle P. Snyder addressing a crowd of over 200 attendees during the Regions & Sections portion of the



Students sharing their AES experiences.



Students sharing their AES experiences.



Let the giveaways begin!



A lucky winner of a Focal Press Book, Kate Haldrup from Indiana University.



A lucky winner of a Focal Press Book, Max Queen from Indiana University.



A lucky winner of a Focal Press Book, Samuel Spence from Anderson University.



A lucky winner of a Focal Press Book, Allison Barrett from IADT Nashville.



A lucky winner of a Focal Press Book, Oliver McNutt from Columbia College.



A lucky winner of a Focal Press Book, Parker Rousch from St. Francis University.



Our lucky winner of custom hearing protection from earEverything, Steven Van Dyne from Ohio University.



Dan Porter of Auralex handing out awards.



A lucky winner of some Auralex, Kasey Aviles of Capitol University.



A lucky winner of some Auralex, Matthew Tobey of Indiana University.



A lucky winner of some Auralex, Chris Polczynski of Ohio University.



A lucky winner of some Auralex, Emma Azelborn of the University of Michigan.



A lucky winner of some Auralex, Nathan Whalen of IUPUI.



Dan Porter of Auralex handing out awards.



A lucky winner of some Auralex, Amelia Schwandt of Butler.



Our lucky winner of JBL speakers is Tyler Bergen of Butler University.



Our lucky winner of a fabulous Solid State Logic Duende plugin package is Jamie Reichman of Anderson



Our lucky winner of custom hearing protection from earEverything, Steven Van Dyne from Ohio University.