



KBA WKU Radio Talent Institute

Kentucky Broadcasters Association
Western Kentucky University

Monday, July 23, 2018 *(All times are Central Time Zone)*

1:30pm	Opening Comments	Chris Winkle President/CEO Kentucky Broadcasters Assoc. Frankfort
		Dan Vallie President National Radio Talent System Charlotte
	Announcements and Agenda Preview	Emil Moffatt Station Manager WKU Public Radio, Classical 97.5 General Manager, Revolution 91.7 Western Kentucky University
2:00-3:15pm	<i>"You and Your Broadcasting Career"</i>	Derron Steenberg Chief Revenue Officer Commonwealth Broadcasting Glasgow, KY
3:30-4:45pm	<i>"Marketing and Promotions – Doing It Right"</i>	Sarah Jordan Promotions and Marketing Director WDJX / WXMA / WGZB / WMJM / WGHL Alpha Media Louisville
5:00-6:00pm	Social Hour at <i>Overtime Sports Bar & Grill</i> with Industry Professionals	

Evening Assignment: RAB Training Module #1 – *"The Role of a Radio Marketing Consultant"





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Tuesday, July 24, 2018 *(All times are Central Time Zone)*

8:45am	Announcements and Agenda Preview	Emil Moffatt
9:00-10:15am	RAB Training Module: #2 – <i>“Prospecting - Finding and Evaluating Prospects”</i>	Kristin Cantrell Owner/Operator CapCity Communications KY & Seven Mountains Media PA
10:30-11:45am	RAB Training Modules: #3 – <i>“Getting First Call Appointments”</i> #4 – <i>“How to Conduct a Great Client Needs Analysis”</i>	Kristin Cantrell
11:50-12:50pm	Lunch	
1:00-2:15pm	RAB Training Modules: #5 – <i>“Elements of a Good Written Proposal”</i> #6 – <i>“The Difference between Features and Benefits”</i>	Mike Tarter President/CEO Forcht Broadcasting
2:30-3:45pm	RAB Training Module: #7 – <i>“Understanding Competitive Media”</i>	Kevin Hughes Senior Vice President Sales Kentucky-Indiana Region iHeartMedia Markets Group Louisville
4:00-5:00pm	Social Hour at <i>Overtime Sports Bar & Grill</i> with Industry Professionals	

***Evening Assignment: RAB Training Modules:
#8 – “Why Radio”, #9 – “Scheduling for Success” and
#10 – “The Role of Creative”**





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Wednesday, July 25, 2018

Heading to Music City USA

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7:45	Board Bus	
8:00am	Bus Departs to Nashville	
9:45am	Arrive Cumulus Media Studios	
	Welcome	Allison Warren Vice President/Market Manager Cumulus Media Nashville
10:00-11:30am	<i>"Sports Broadcasting Today"</i>	Brad Willis Program Director 104.5 The Zone Cumulus Media Nashville
		Brent Dougherty, Mickey Ryan and Dawn Davenport 3HL, 104.5 The Zone Cumulus Media Nashville
11:30-12:45pm	Lunch...then follow the puck to... <i>Bridgestone Arena</i>	
1:00-2:15pm	<i>"NHL Predators Hockey Play-by-Play"</i>	Pete Weber Radio Play-by-Play Announcer NHL Nashville Predators
2:30pm	Depart Nashville and Return to Bowling Green	

***Evening Assignment: RAB Training Modules:
#11 – *"The Best Presentations"* and
#14 – *"Making Money with RAB Resources"***





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Thursday, July 26, 2018 *(All times are Central Time Zone)*

8:45am	Announcements and Agenda Preview	Emil Moffatt
9:00-10:15am	RAB Training Modules: #12 – “Addressing Objections and Closing” #13 – “More Sales through Buyer Style Identification”	Amy Stroud Senior Vice President and Mid-Mornings Host, WYKY Forcht Broadcasting Somerset
10:30-11:45pm	“Learning It...Doing It”	Cameron Coats Host, <i>The Cameron Coats Morning Show</i> Regional Production and Operations Director 96 Hits and WOVO 106.3 Commonwealth Broadcasting
12:00-12:30pm	Bowling Green	
11:50-12:50pm	Lunch	
1:00-2:15pm	“Radio’s Digital Content and Social Media”	Juan Hustle Air Personality B96.5 Digital Content Director Alpha Media Louisville
2:30-3:45pm	RAB Training Module: #17 – “Goal Setting and Time Management”	Dale Thornhill Vice President/COO Commonwealth Broadcasting Bowling Green
4:00-5:00pm	Social Hour at <i>Overtime Sports Bar & Grill</i> with Industry Professionals	

***Evening Assignment: RAB Training Modules:
#15 – “The Fundamentals of Co-op Advertising”
#16 – “How to Find Alternative Revenue Sources”**





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Friday, July 27, 2018 *(All times are Central Time Zone)*

5:00-8:30am	<i>"The Ben Davis and Kelly K Show"</i> <i>Live from the WKU Campus</i>	Ben Davis & Kelly K Morning Show Team 99.7 DJX Alpha Media Louisville
8:45am	Announcements and Agenda Preview	Emil Moffatt
9:00-10:15am	<i>"Show Prep"</i>	Ben Davis & Kelly K
10:30-11:45am	<i>"How to Get In and Win"</i>	Steven W. Newberry Executive Vice President for Strategic Planning and Special Projects National Association of Broadcasters Washington, D.C.
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Student to Superstar"</i>	Christine Hillard President/COO Forever Communications, Inc. Bowling Green Preston 'Green' Willis Air Talent 96.7 FM The Beaver - WBVR Forever Communications, Inc. Bowling Green Jared Mims Executive Vice President of Operations, Sales, and Interactive Development Forever Communications, Inc. Bowling Green
2:30pm	RAB <i>Radio Marketing Professional Certification Exam</i>	
4:00-5:00pm	Social Hour at <i>Overtime Sports Bar & Grill</i> with Industry Professionals	





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Saturday, July 28, 2018 *(All times are Central Time Zone)*

8:45am	Announcements and Agenda Preview	Emil Moffatt
9:00-10:15am	<i>"Music Scheduling – How and Why"</i>	Zigz Program Director/Music Director/Air Talent 102.9 The Buzz – WBUZ The Cromwell Group Nashville
10:30-11:45am	<i>"On-Air: Developing Your Voice, Your Style... You"</i>	Gabe Hobbs Media Consultant Gabe Hobbs Media Lexington
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"How to Get a Good Job"</i>	Don Anthony Talentmasters <i>Jockline Daily</i> Morning Show Boot Camp Talk Show Boot Camp Atlanta
2:30-3:15pm	Air Check Sessions Master Class	





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Monday, July 30, 2018 *(All times are Central Time Zone)*

8:45am	Announcements and Agenda Preview	Emil Moffatt
9:00-10:15am	<i>"How to Do a Great Talk Radio Show"</i>	Tony Vanetti <i>Tony & Dwight Show</i> NewsRadio 840 WHAS iHeartMedia Louisville
10:30-11:45am	<i>"Today's News Radio: Put It Together and Deliver it"</i>	SuperTalk99.7 WTN Cumulus Media Nashville
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Basics of Doing a Great Music Radio Show"</i>	Kenny Smoov Air Personality/Program Director 92Q Cumulus Media Nashville
2:30-3:45pm	<i>"On-Air Delivery, Inflection, Pacing, Communicating"</i>	Jonathan Shuford Air Personality/Program Director WRVW/107.5 The River iHeartMedia Nashville
4:00-4:45pm	Air Check Sessions Master Class	
5:00-6:00pm	Social Hour at <i>Overtime Sports Bar & Grill</i> with Industry Professionals	





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Tuesday, July 31, 2018 *(All times are Central Time Zone)*

8:45am	Announcements and Agenda Preview	Emil Moffatt
9:00-10:15am	<i>"Basics of Great Voice Work and Production"</i>	Alan Austin WBVR-FM Program Director & Afternoon Host Forever Communications Bowling Green Dan Jackson Radio Personality and Creative Genius Forever Communications Bowling Green,
10:30-11:45am	<i>"Radio Production Essentials: Writing It – Producing It"</i>	Dave Taylor Vice President/Creative CapCity Communications KY & Seven Mountains Media PA
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Marketing and Social Media in Radio"</i>	Doug Smith VP of Marketing Strategy DMR/Interactive Cincinnati
2:30-3:45pm	<i>"Adjusting from College to the Pros"</i>	Terry Forcht Founder, Chairman, CEO Forcht Group of Kentucky
4:00-4:45pm	Air Check Sessions Master Class	
5:00-6:00pm	Social Hour at <i>Overtime Sports Bar & Grill</i> with Industry Professionals	





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Wednesday, August 1, 2018 (All times are Central Time Zone)

8:45am	Announcements and Agenda Preview	Emil Moffatt
9:00-10:15am	<i>"What the Program Director Looks for in You"</i>	John Shomby PD Program Director Nash FM 103.3 WKDF Nash Director of Programming Cumulus Media Nashville
10:30-11:45am	<i>"What You Have to Know to be the Program Director"</i>	Charlie Cook 95.5 Nash Icon VP/Country Cumulus Media Nashville
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Now is the Time to Start Thinking Like a Pro"</i>	Bud Walters President The Cromwell Radio Group Nashville
2:30-3:00pm	Closing Comments	David Brinkley Director, Educational Telecommunications Western Kentucky University Chris Winkle President/CEO Kentucky Broadcasters Assoc. Frankfort, KY Ciara Jade Director of Operations National Radio Talent System Charlotte

