



# KBA WKU Radio Talent Institute

Kentucky Broadcasters Association  
Western Kentucky University

**Monday, July 22, 2019** *(All times are Central Time Zone)*

1:00pm	Opening Comments	Chris Winkle President/CEO Kentucky Broadcasters Assoc. Frankfort
		Dan Vallie President National Radio Talent System Charlotte
		Brian Elliott Professional in Residence School of Journalism and Broadcasting Staff Western Kentucky University
	Announcements and Agenda Preview	
1:30-2:30pm	<i>"You and Your Broadcasting Career"</i>	Chris Lytle President Instant Sales Training Chattanooga, TN
2:45-3:45pm	<i>"Marketing and Promotions – Doing It Right"</i>	Sarah Jordan Promotions and Marketing Director WDJX / WXMA / WGZB / WMJM / WGHL Alpha Media Louisville
4:00-5:00pm	Social Hour at <i>Overtime Sports Bar &amp; Grill</i> with Industry Professionals	

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





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8:45am	Announcements and Agenda Preview	
9:00-10:15am	RAB Training Module: #2 – “Prospecting - Finding and Evaluating Prospects”	Kristin Cantrell Owner/Operator CapCity Communications KY & Seven Mountains Media PA
10:30-11:45am	RAB Training Modules: #3 – “Getting the Appointment” #4 – “How to Conduct a Great Client Needs Analysis”	Kristin Cantrell
11:50-12:50pm	Lunch	
1:00-2:15pm	RAB Training Modules: #5 – “The Components of a Great Proposal” #6 – “Features and Benefits”	Mike Tarter President/CEO Forcht Broadcasting Somerset, KY
2:30-3:45pm	RAB Training Module: #7 – “Understanding Competitive Media”	Dale Thornhill Vice President/COO Commonwealth Broadcasting Bowling Green
4:00-5:00pm	Social Hour at <i>Overtime Sports Bar &amp; Grill</i> with Industry Professionals	

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





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**Wednesday, July 24, 2019**

*Heading to Music City USA*

*(All times are Central Time Zone)*

7:30am	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 Talk Radio Today"</i>	Brad Willis Program Director 104.5 The Zone Cumulus Media Nashville
		Brent Dougherty, Mickey Ryan 3HL, 104.5 The Zone Cumulus Media Nashville
11:30-12:45pm	Lunch	
1:00-2:00pm	<i>"Sports Broadcasting &amp; Tennessee Titans"</i>	Rhett Bryan Cumulus Media Tennessee Titans Nashville
2:00-3:00pm	Sports Broadcasting & Tennessee Titans	Jonathan Hutton Cumulus Media Tennessee Titans The Midday 180 104.5 The Zone Nashville
3:15pm	Depart Nashville and Return to Bowling Green	

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

**NOTE: Modules #12 and #13 will be done during tomorrow's sessions.**





**Thursday, July 25, 2019** *(All times are Central Time Zone)*

8:45am	Announcements and Agenda Preview	
9:00-10:15am	RAB Training Modules: #12 – <i>“Addressing Objections and Closing”</i> #13 – <i>“Buyer Styles”</i>	Derron Steenbergen Chief Revenue officer Commonwealth Communications President, Swagger Institute Bowling Green
10:30-11:45am	Podcasting	Gabe Hobbs Media Consultant Gabe Hobbs Media Louisville
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>“Student to Superstar”</i>	Christine Hillard President/COO Forever Communications, Inc. Bowling Green
		Jared Mims Executive Vice President of Operations, Sales, and Interactive Development Forever Communications, Inc. Bowling Green
2:30-3:30	<i>“Radio’s Digital Content and Social Media”</i>	Juan Hustle Air Personality B96.5 Digital Content Director Alpha Media Louisville
3:45-4:45pm	Social Hour at <i>Overtime Sports Bar &amp; 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 26, 2019** *(All times are Central Time Zone)*

5:00-8:30am	<i>"The Ben Davis and Kelly K Show"</i> Live from the WKU Campus	<i>Ben Davis &amp; Kelly K</i> <i>Morning Show Team</i> 99.7 DJX Alpha Media Louisville
8:45am	Announcements and Agenda Preview	
9:00-10:15am	<i>"Show Prep"</i>	Ben Davis & Kelly K
10:30-11:45am	RAB Training Module: #17 – <i>"Goal Setting and Time Management"</i>	Mark Buckles President/CEO Heritage Media Leitchfield, KY
11:50-12:50pm	Lunch	
1:00-2:15pm	<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.
2:30pm	RAB <i>Radio Marketing Professional Certification</i> Exam	





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**Saturday, July 27, 2019** *(All times are Central Time Zone)*

8:45am	Announcements and Agenda Preview	
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>	Kelley Bradshaw Air Talent NASH FM 103.3 WKDF Cumulus Nashville
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 29, 2019** *(All times are Central Time Zone)*

8:45am	Announcements and Agenda Preview	
9:00-10:15am	<i>"How to Do a Great Talk Radio Show"</i>	Tony Vanetti <i>Tony &amp; Dwight Show</i> NewsRadio 840 WHAS iHeartMedia Louisville
10:30-11:45am	<i>"Today's News Radio: Put It Together and Deliver It"</i>	Hayley Hanson Anchor/Reporter News Radio 840 WHAS iHeartMedia Louisville
11:50-12:50pm	Lunch	
1:00-2:00pm	<i>"Radio and Digital"</i>	Amy Stroud Senior Vice President Forcht Broadcasting Somerset, KY
2:15-3:15pm	<i>"On-Air Delivery, Inflection, Pacing, Communicating"</i>	Cameron Coats Host, <i>The Cameron Coats Morning Show</i> Regional Production and Operations Director Hits 96 & WOVO 106.3 Commonwealth broadcasting Bowling Green
3:30-4:15pm	Air Check Sessions Master Class	
4:30-5:30pm	Social Hour at <i>Overtime Sports Bar &amp; Grill</i> with Industry Professionals	





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**Tuesday, July 30, 2019** (All times are Central Time Zone)

8:45am	Announcements and Agenda Preview	
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 Chief Creative Officer CapCity Communications KY & Seven Mountains Media PA
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Radio Video"</i>	Stokes Nielson CEO Channel Greatness Nashville
2:30-3:45pm	<i>"Adjusting from College to the Pros"</i>	Jelisa Chatman On Air/Communications iHeartMedia Louisville  Clay Ables Sports Broadcaster SEC Network Plus & ACC Network Extra Ables Production Louisville  Natalie Melcher Sales & Promotions Assistant SummitMedia, Louisville
4:00-4:45pm	Air Check Sessions Master Class	
5:00-6:00pm	Social Hour at <i>Overtime Sports Bar &amp; Grill</i> with Industry Professionals	







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**Wednesday, July 31, 2019** *(All times are Central Time Zone)*

8:45am	Announcements and Agenda Preview	
9:00-10:15am	<i>"What the Program Director Looks for in You"</i>	John Shomby 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>	Phillip Kukawinski Program Director/Air Talent Alt 105.1 WGHL-FM Alpha Media Louisville
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	Chris Winkle President/CEO Kentucky Broadcasters Association Frankfort, KY  Taylor Anne Wade Institutes Director National Radio Talent System Charlotte, NC

