



**Monday, July 17, 2017** *(All times are Central Time Zone)*

1:30pm	Opening Comments	<p>Dr. Larry Snyder, Dean          Potter College of Arts &amp; Letters          Western Kentucky University</p> <p>Dan Vallie          President/Founder          National Radio Talent System          Boone, NC</p>
	Announcements & Agenda Preview	<p>Emil Moffatt          Station Manager          WKU Public Radio, Classical          97.5 and General Manager,          Revolution 91.7          Western Kentucky University</p>
2:00-3:15pm	<i>“Getting in, Becoming an Entrepreneur”</i>	<p>Ed Henson          President          Henson Media, Inc. Louisville</p>
3:30-4:45pm	<i>“Learning it....doing it”</i>	<p>Cameron Coats          Host, <i>The Cameron Coats          Morning Show</i>          Regional Production and          Operations Director          96 Hits and WOVO 106.3          Commonwealth Broadcasting          Bowling Green, KY</p>
5:00-6:00pm	Social Hour at <i>Overtime Sports Bar &amp; Grill</i> with Industry Professionals	
6:00pm	Dinner	

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





**Tuesday, July 18, 2017** *(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>	Earl Jones President, Kentucky-Indiana Region Senior Vice President, Urban Operations iHeartMedia, Inc., Louisville, KY
2:30-3:45pm	RAB Training Modules: #7 – <i>“Understanding Competitive Media”</i> #8 – <i>“Why Radio”</i>	Mark Buckles President/CEO Heritage Media, Inc. Leitchfield, KY
4:00-5:00pm	Social Hour at <i>Overtime Sports Bar &amp; Grill</i> with Industry Professionals	
5:00pm	Dinner	

**\*Evening Assignment: RAB Training Module #9 – *“Scheduling for Success”* and #10 – *“The Role of Creative”***





**Wednesday, July 19, 2017**

*(All times are Central Time Zone)*

*Heading to Music City*

8:00am	Board Bus to Nashville	
9:45am	Arrive at Nissan Stadium of the Tennessee Titans	
10:00-11:30am	<i>"NFL Titans Football and Sports Broadcasting"</i>	Rhett Bryan Executive Producer / Game Day Host Titans Radio Nashville, TN  Dwight Spradlin Assistant Director of Media Relations NFL Tennessee Titans
11:30-12:45pm	Lunch...then follow the puck to Bridgestone Arena	
1:00-2:15pm	<i>"NHL Predators Hockey and Sports Broadcasting"</i>	Willy Daunic Radio Play-by-Play 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"***





**Thursday, July 20, 2017** *(All times are Central Time Zone)*

8:45am	Announcements and Agenda Preview	Emil Moffatt
9:00-10:15am	RAB Training Modules: #12 – <i>“Addressing Objections and Closing”</i> #13 – <i>“More Sales through Buyer Style Identification”</i>	Amy Stroud Senior Vice President and Mid-Mornings Host, WYKY Forcht Broadcasting Somerset
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>“Broadcast Regulations: Today &amp; Tomorrow”</i>	Dawn Sciarrino Managing Member Sciarrino & Shubert, PLLC Arlington, VA
2:30-3:45pm	<i>“How to Get In and Win”</i>	Steven W. Newberry President and CEO Commonwealth Broadcasting Corporation
4:00-5:00pm	Social Hour at <i>Overtime Sports Bar &amp; Grill</i> with Industry Professionals	
5:00pm	Dinner	

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





**Friday, July 21, 2017** *(All times are Central Time Zone)*

5:00-8:30am	<i>"The Ben Davis and Kelly K Show"</i> Live from the WKU Campus	Ben Davis & Kelly K 99.7 DJX Alpha Media Louisville, KY
8:45am	Announcements and Agenda Preview	Emil Moffatt
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>	Dale Thornhill Vice President / COO Commonwealth Broadcasting Bowling Green, KY
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Student to Superstar"</i>	Christine Hillard President/COO Forever Communications, Inc. Bowling Green, KY
		Preston 'Green' Willis Air Talent 96.7 FM The Beaver - WBVR Forever Communications Bowling Green, KY
2:30pm	RAB <i>Radio Marketing Professional Certification Exam</i>	
4:00-5:00pm	Social Hour at <i>Overtime Sports Bar &amp; Grill</i> with Industry Professionals	
5:00pm	Dinner	





**Saturday, July 22, 2017** *(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, GA
2:30-3:15pm	Air Check Sessions	





**Monday, July 24, 2017** *(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>	Josh Everett Director Spoken Word Programming iHeartMedia Louisville/Nashville/Lexington
10:30-11:45am	<i>"Today's News Radio: Put It Together and Deliver It"</i>	Paul Miles Assistant News Director WHAS Radio / Kentucky News Network iHeartMedia Louisville, KY
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Basics of Doing a Great Music Radio Show"</i>	Gary Moore Afternoon Drive Host 95-5 KLOS-FM Cumulus Media Los Angeles
2:30-3:45pm	<i>"On-Air Delivery, Inflection, Pacing, Communicating"</i>	Bryan Sargent Assistant Brand Manager / PM Drive Host WJXA - Mix 92.9 Mid-West Communications Nashville, TN
4:00-4:45pm	Air Check Sessions	
5:00-6:00pm	Social Hour at <i>Overtime Sports Bar &amp; Grill</i> with Industry Professionals	
6:00pm	Dinner	





**Tuesday, July 25, 2017** *(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, KY
		Dan Jackson Radio Personality and Creative Genius Forever Communications Bowling Green, KY
10:30-11:45am	<i>"Marketing and Promotions – Doing It Right"</i>	Cricket Promotions Director Froggy 101.7 WVKY FM & 104.9 WFKY FM CapCity Communications Frankfort, KY
		Christine Cartwright Sales Manager CapCity Communications Frankfort, KY
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Engineering: RF and IT"</i>	Jason Cooper Broadcast Engineer Radian Corporation Nashville, TN
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	
5:00-6:00pm	Social Hour at <i>Overtime Sports Bar &amp; Grill</i> with Industry Professionals	
6:00pm	Dinner	







**Wednesday, July 26, 2017** *(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>	Sarah Jordan Program Director & Air Talent WXMA / 102.3 The Max Alpha Media Louisville, KY
10:30-11:45am	<i>"What You Have to Know to be the Program Director"</i>	Kenny Smoov Program Director 92Q-WQQK Cumulus Media Nashville, TN
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, TN
2:30-3:00pm	Closing Comments	Henry Lackey President/CEO Kentucky Broadcasters Association Frankfort, KY
		Dan Vallie President, National Radio Talent System Founder, Vallie Richards Donovan Consulting Practitioner in Residence, Appalachian State University Boone, NC

