



TAB Radio Talent Institute

Tennessee Association of Broadcasters
University of Tennessee, Knoxville

Monday, June 18, 2018

1:30pm	Opening Comments	Whit Adamson President Tennessee Association of Broadcasters Nashville
		Dr. Sam Swan Internationalization & Outreach College of Communication & Information Professor, School of Journalism & Electronic Media University of Tennessee
		Bernie Barker VP/General Manager Sunny 92.3/Hits 96/Q Classic Country/ Alt 93.9 Bahakel Radio Group Chattanooga
		Ciara Jade Director of Operations National Radio Talent System Charlotte
	Announcements and Agenda preview	Benny Smith General Manager & Program Director Volunteer Radio 90.3 "The Rock"/ WUTK-FM University of Tennessee
2:00-3:15pm	<i>"You've Made the Right Decision to Pursue Broadcasting"</i>	Larry Stone President Stonecom Radio Cookeville TN
3:30-4:45pm	<i>"Marketing, Promotions, Social Media – Doing it Right"</i>	Doug Smith VP of Marketing Strategy DMR/Interactive Cincinnati
5:00-6:00pm	Social Hour at Sunspot with Industry Professionals	

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





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Tuesday, June 19, 2017

8:45am	Announcements and Agenda Review	Benny Smith
9:00-10:15am	RAB Training Module: #2 – <i>“Prospecting - Finding and Evaluating Prospects”</i>	Katie Gambill VP/General Manager 5 Star Radio Saga Communications Clarksville TN
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>	Chris Protzman VP of Sales-Scripps Radio Group VP/General Manager-Knoxville Operations Knoxville
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>	Paul Tinkle President Thunderbolt Broadcasting WCDZ FM, Dresden, TN WCMT AM, Martin, TN WCMT FM, South Fulton, TN KYTN FM & WQAK FM, Union City TN
2:30-3:45pm	RAB Training Module: #7 – <i>“Understanding Competitive Media”</i>	Kenneth Forte President & General Manager WDKN 1260AM/101.5 FM, RFC Sports Network Dickson TN
4:00-5:00pm	Social Hour at Sunspot 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, June 20, 2018

Game on.....Mic on

8:45am	Announcements and Agenda Preview	Benny Smith
9:00-10:15am	<i>"Sports Talk Radio"</i>	Jimmy Hyams Co-Host WNML Sports Radio Cumulus Media Knoxville
10:30-11:45am	<i>"Hockey Play-by-Play and Sports Broadcasting"</i>	Joel Silverberg Producer, WNML Play-by-Play Announcer Knoxville Ice Bears Cumulus Media Knoxville
11:45-12:45pm	Lunch	
1:00-2:00pm	<i>"The Volunteers and Sports Broadcasting"</i>	Bob Kesling Play-by-Play Announcer Director of Broadcasting Vols Network University of Tennessee
2:15pm	Tour of Neyland Stadium Broadcast Booth and Press Box	
3:15pm	Visit to WUTK-FM 90.3 The Rock	

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

NOTE: Modules #12 and #13 will be done during tomorrow's session





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Thursday, June 21, 2018

8:45am	Announcements and Agenda Preview	Benny Smith
9:00-10:15am	RAB Training Modules: #12 – <i>“Addressing Objections and Closing”</i> #13 – <i>“More Sales through Buyer Style Identification”</i>	Randy Ross Market Manager WJXB/B97.5; WIMZ/Classic Rock 103.5, WIMZ/95.7 Duke FM, WDKW Midwest Communications Knoxville
10:30-11:45am	<i>“Broadcasting: Whether on Camera, On the Mic, Sales, or Production”</i>	Jasmine Hardin General Manager WVLT-TV Gray Television, Inc. Knoxville
12:00-1:00pm	Lunch	
1:00-2:15pm	<i>“Introduction to Radio Research”</i>	Michael Pelaia President Hooks Unlimited Atlanta
2:30-3:45pm	<i>“How to Get In and Win”</i>	Larry Patrick Managing Partner Patrick Communications Elkridge, MD
4:00-5:00pm	Social Hour at Sunspot with Industry Professionals	

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





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Friday, June 22, 2018

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**Live at the Midwest Communications Studios
1100 Sharp's Ridge Memorial Park Drive, Knoxville**

7:00-9:00am	<i>"Ashley, Brad & Michele in the Morning"</i>	Ashley, Brad & Michele Morning Show Team WJXB / B97.5 Midwest Communications Studios
9:00-9:30am	<i>"Show Prep"</i>	Ashley, Brad & Michele
9:45am	Return to University of Tennessee Campus	
10:30-11:45am	RAB Training Module: #17 – <i>"Goal Setting and Time Management"</i>	Allison Warren VP/General Manager Cumulus Media Nashville
12:00-1:00pm	Lunch	
1:00-2:15pm	<i>"Student to Superstar"</i>	John Dimick VP of Programming & Operations Cumulus Media Atlanta
2:30pm	RAB <i>Radio Marketing Professional Certification Exam</i>	
4:00-5:00pm	Social Hour at Sunspot with Industry Professionals	





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Saturday, June 23, 2018

8:45am	Announcements and Agenda Preview	Benny Smith
9:00-10:15am	<i>"Music Scheduling – How and Why"</i>	Valerie Anderton Midday Personality/Music Director WKXB / B97.5 Midwest Communications Knoxville
10:30-11:45am	<i>"Radio's Digital Content and Social Media"</i>	John Montuori Divisional Digital Sales Manager for Radio Markets E.W. Scripps Knoxville
12:00-12:45pm	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	Master Class - Air Check Sessions	





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Monday, June 25, 2018

8:45am	Announcements and Agenda Preview	Benny Smith
9:00-10:15am	<i>"Today's News Radio: Put It Together and Deliver It"</i>	Brandon Hollingsworth Host, <i>"All Things Considered"</i> WUOT FM 91.9/NPR University of Tennessee
10:30-11:45am	<i>"How to Do a Great Talk Radio Show"</i>	Hallerin Hilton Hill Host/Producer News Talk 987 WOKI Cumulus Media Knoxville
12:00noon	Lunch	
1:00-2:15pm	<i>"Basics of Doing a Great Music Radio Show"</i>	Nikki Thomas Program Director/Air Talent 107.7 WIVK-FM Cumulus Media Knoxville
2:30-3:45pm	<i>"On-Air Delivery, Inflection, Pacing, Communicating"</i>	Joey Tack Program Director HOT 104.5 WKHT Scripps Radio Knoxville
4:00-4:45pm	Master Class - Air Check Sessions	
5:00-6:00pm	Social hour at Sunspot with Industry Professionals	





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Tuesday, June 26, 2018

8:45am	Announcements and Agenda Preview	Benny Smith
9:00-10:15am	<i>"Radio Engineering & IT"</i>	Mike Murrell Consulting Engineer
		Tim Berry Chief Engineer Cumulus Media Knoxville
10:30-11:45am	<i>"Basics of Great Voice Work and Production"</i>	Todd Ethridge Professional Voice Talent Todd Ethridge Voice Overs Knoxville
12:00-12:45pm	Lunch	
1:00-2:15pm	<i>"On-Air: Developing Your Voice, Your Style... You"</i>	Justin Cole Senior VP of Programming Entercom Chattanooga
2:30-3:45pm	<i>"What You Have to Know to be the PD"</i>	Shane Cox Brand Manager WJXB / B97.5 Midwest Communications Knoxville
4:00-4:45pm	Master Class - Air Check Sessions	
5:00-6:00pm	Social Hour at Sunspot with Industry Professionals	





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Wednesday, June 27, 2018

8:45am	Announcements and Agenda Preview	Benny Smith
9:00-10:15am	<i>"What the Program Director Looks for In You"</i>	Randy "Big R" Chambers Brand Manager 103.5 WIMZ & 95.7 DUKE FM Midwest Communications Knoxville
10:30-11:45am	<i>"Adjusting from College to the Pros"</i>	Benny Smith-Moderator Lucas Panzica Sports Director/Production/Sales WDKN 101.5 The One Dickson Preston Bostain Production Assistant 5 Star Media Group Clarksville Chris Mills Promotions/Board Op WIVK FM 107.7 Cumulus Media Knoxville
12:00-12:45pm	Lunch	
1:00-2:15pm	<i>"Now is the Time to Start Thinking like a Pro"</i>	Bud Walters President & Owner The Cromwell Group Nashville
2:30-3:00pm	Closing Comments	Whit Adamson President Tennessee Association of Broadcasters Nashville Dan Vallie President National Radio Talent System Charlotte

