



# MBA Radio Talent Institute

Missouri Broadcasters Association  
Northwest Missouri State University

## Monday, July 30, 2018

1:30pm	Opening Comments	Dr. Jamie Hooyman Provost Northwest Missouri State University
		Matt Walker Assistant Professor/Director School of Communication and Mass Media Northwest Missouri State University
		Mark Gordon President/CEO Missouri Broadcasters Association
		Dan Vallie President, National Radio Talent System Founder, Vallie•Richards• Donovan Consulting, Inc. Charlotte, NC
	Announcements & Agenda Preview	Leslie Murphy Advertising/Underwriting Director Northwest Missouri State University
2:00-3:15pm	<i>"Now is the Time to Start Thinking Like a Pro"</i>	John Zimmer President Zimmer Radio and Marketing Group Columbia /Jefferson City
3:30-4:45pm	<i>"Radio's Digital and Social Media"</i>	Mitch Hill Social Media Director Zimmer Radio and Marketing Group Columbia, MO
5:00-6:00pm	Social Hour at <b>CARSON'S SPORTS GRILLE</b> with Industry Professionals	

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





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## Tuesday, July 31, 2018

8:45am	Announcements and Agenda Preview	Leslie Murphy
9:00-10:15am	RAB Training Module: #2: <i>"Prospecting - Finding and Evaluating Prospects"</i>	Mike Rowen General Sales Manager Hubbard Radio St. Louis
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>	Eric Jewell General Sales Manager Cumulus Media Kansas City
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>	Doug Schmitz Market Manager Alpha Media Northwest Missouri
2:30-3:45pm	RAB Training Modules: #7 – <i>"Understanding Competitive Media"</i>	Gary Exline General Manager Eagle Communications St. Joseph, MO
4:00-5:00pm	Social Hour at <b>CARSON'S SPORTS GRILLE</b> with Industry Professionals	

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





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**Wednesday, August 1, 2018**

**Game on...mic on**

8:00am	Board Bus for St. Joseph and Kansas City	
9:00am	Arrive at Kansas City Chiefs Training facility Missouri Western University St. Joe	
9:15-10:15am	Chiefs Training Camp	
10:15-11:15am	<i>"Kansas City Chiefs Football &amp; Sports Broadcasting"</i>	Mitch Holthus Play-by-Play Announcer Kansas City Chiefs
11:15am	Lunch	
12:15pm	Depart St. Joseph and head to Kansas City	
1:15pm	Arrive Kaufman Stadium	
1:30-3:00pm	"Kansas City Royals Baseball"	Keith Kowalski Affiliate Sales & Marketing Manager/Home Game Producer Kansas City Royals
3:00pm	Depart for home plate at Northwest Missouri State University	

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

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





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## Thursday, August 2, 2018

8:45am	Announcements and Agenda Preview	Leslie Murphy
9:00-10:15am	RAB Training Modules: #12 – <i>“Addressing Objections and Closing”</i> #13 – <i>“More Sales through Buyer Style Identification”</i>	Scott Meier General Manager Mid-West Family Broadcasting Springfield
10:30-11:45am	<i>“How to Get in and Win”</i>	John Beck Senior Vice President Emmis Radio St. Louis
12:00-12:50pm	Lunch	
1:00-2:15pm	<i>“Branding and Imaging a Radio Station... On-Air and Online”</i>	Brady Goodman Morning Show/Voice Over Talent 99.7 The Point KZPT Entercom Radio Kansas City
2:30-3:45pm	<i>“Engineering: RF and IT”</i>	John E. Beck Engineering Manager Bott Radio Network Overland Park, KS
4:00pm	Social Hour at <b>CARSON'S SPORTS GRILLE</b> with Industry Professionals	

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





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## Friday, August 3, 2018

8:45am	Announcements and Agenda Preview	Leslie Murphy
9:00am -10:00am	"Student to Superstar"	Donna Baker Midwest Regional VP Cumulus Media Kansas City
10:15am-11:30am	"Zach Sang Show"	Zach Sang <i>Zach Sang Show</i> 95.7 The Vibe Cumulus Media Kansas City Westwood One Radio Network Los Angeles, CA
12:00noon	Lunch	
1:00-2:15pm	RAB Training Module #17: "Goal Setting & Time Management"	George Pelletier Executive Vice President Midwest Alpha Media Omaha, NE
2:30pm	RAB <i>Radio Marketing Professional Certification</i> Exam	
4:00-5:00pm	Social Hour at <b>CARSON'S SPORTS GRILLE</b> with Industry Professionals	





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## **Saturday, August 4, 2018**

8:45am	Announcements and Agenda Preview	Leslie Murphy
9:00-10:15am	<i>"Music Scheduling – How &amp; Why"</i>	Jules Riley Senior VP of Programming 103.3 KLOU / 97.3 The Bull iHeartMedia St. Louis
10:30-11:45am	<i>"How to Get a Good Job"</i>	Jules Riley
12:00-12:45pm	Air Check Sessions	





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## Monday, August 6, 2018

8:45am	Announcements and Agenda Preview	Leslie Murphy
9:00-10:15am	<i>"Today's News Radio: Put It Together and Deliver It"</i>	Alan Furst Program Director KMBZ AM/FM Entercom Kansas City
10:30-11:45am	<i>"How to Do a Great Talk Radio Show"</i>	Alan Furst
12:00noon	Lunch	
1:00-2:15pm	<i>"Basics of Doing a Great Music Radio Show"</i>	Spencer On-Air Personality 106.5 The Arch Hubbard Radio St Louis
2:30-3:45pm	<i>"On-Air: Developing Your Voice, Your Style... You"</i>	Jeriney Music Director & Middays KRBZ 96.5 The Buzz Entercom Radio Kansas City
4:00-4:45pm	Air Check Sessions	
5:00-6:00pm	Social Hour at <b>CARSON'S SPORTS GRILLE</b> with Industry Professionals	





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## Tuesday, August 7, 2018

8:45am	Announcements and Agenda Preview	Leslie Murphy
9:00-10:15am	<i>"Basics of Great Voice Work and Production"</i>	Brian Peck Voice Over Actor Lee's Summit, MO
10:30-11:45am	<i>"Writing for Radio"</i>	Miles Ramsay Production Director Eagle Communications St. Joseph
12:00noon	Lunch	
1:00-2:15pm	<i>"On-Air Delivery, Inflection, Pacing, Communicating"</i>	Leigh McNabb Program Director & Midday Host 99.7 The Point KZPT Entercom Radio Kansas City
2:30-3:45pm	<i>"Adjusting from College to the Pros"</i>	Ashlea Schmitz Account Executive Eagle Communications St. Joseph, MO  Bryan Ebbrecht Production Director Midwest Family Broadcasting Springfield, MO
4:00-4:45pm	Air Check Sessions	
5:00-6:00pm	Social Hour at <b>CARSON'S SPORTS GRILLE</b> with Industry Professionals	







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## Wednesday, August 8, 2018

8:45am	Announcements and Agenda Preview	Leslie Murphy
9:00-10:15am	<i>"What the Program Director Looks for in You"</i>	Al Payne Program Director Magic 107.3 KMJK Cumulus Media Kansas City
10:30-11:45pm	<i>"What You Have to Know to Be the PD"</i>	Al Payne
12:00noon	Lunch	
1:00-2:00pm	<i>"You and Your Broadcasting Career"</i>	John David National Association of Broadcasters Washington DC
2:15-2:45pm	Closing Comments	Mark Gordon President/CEO Missouri Broadcasters Association  Dan Vallie President National Radio Talent System

