



Beasley Radio Talent Institute

WERS/Emerson College Boston, MA

Monday, June 4, 2018

1:00pm	Opening Comments	Dr. M. Lee Pelton President Emerson College Boston
		Jeffrey Greenhawt Chairman, Board of Trustees Emerson College Boston Vice President/Managing Partner Sunshine Wireless Company Boca Raton, FL
	Announcements and Agenda Preview	Jack Casey General Manager, WERS 88.9 Emerson College Boston and On-Campus Director
		Dan Vallie President National Radio Talent System Charlotte
1:30-2:30pm	<i>"You and Your Broadcasting Career"</i>	Caroline Beasley Chief Executive Officer Beasley Media Group Naples, FL
		Brian Beasley Executive VP/Chief Operating Officer Beasley Media Group Naples, FL
2:45-4:00pm	<i>"How Technology is Transforming Radio Careers: A Guide to Navigating New Media and New Platforms"</i>	Fred Jacobs President Jacobs Media Detroit
4:15-4:45pm	<i>"HD Radio™ Technology and the Future of Broadcast in the Vehicle"</i>	Joseph F. D'Angelo Senior Vice President of Broadcast Radio XPERI
5:00-6:00pm	Social Hour at Rock Bottom Restaurant & Brewery with Industry Professionals	

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





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Tuesday, June 5, 2018

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	RAB Training Module: #2 – <i>“Prospecting - Finding and Evaluating Prospects”</i>	Tina Murley Director of Sales Beasley Media Group Boston
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>	Tina Murley
12:00noon	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>	Bob Price General Sales Manager Hot 96.9 WBQT Beasley Media Group Boston
2:30-3:45pm	RAB Training Module: #7 – <i>“Understanding Competitive Media”</i>	Brian Schneekloth General Sales Manager 98.5 The Sports Hub Beasley Media Group Boston
4:00-5:00pm	Social Hour at Rock Bottom Restaurant & Brewery with Industry Professionals	

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





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Wednesday, June 6, 2018 ... at *Beasley Media Group Studios*

Beasley Media Group Studios
55 Morrissey Blvd., Dorchester, MA
98.5 The Sports Hub; Country 102.5;
105.7 WROR FM; HOT 96.9; ALT 92.9

8:30am	Arrive Beasley Media Studios	
9:00am	Welcome	Mary Menna Vice President & Market Manager Beasley Media Group Boston
9:15-9:45am	Tour of the Beasley Media Complex	
9:45-10:30am	<i>"Programming Music Radio"</i>	Ken West Program Director 105.7 WROR FM & ALT 92.9 WBOS
10:30-11:00am	<i>"From Traffic reporter to Side Kick: How to Inject Personality"</i>	Hank Morse <i>Loren & Wally Morning Show</i> 105.7 WROR FM
11:00-11:45am	<i>"Sports Radio - Sports That Rock"</i>	Mike Thomas Director of Programming 98.5 The Sports Hub John Reilly Creative Services 98.5 The Sports Hub
11:45am	Lunch	
1:00-2:00pm	98.5 The Sports Hub Play-by-Play Team	Mike Thomas Director of Programming 98.5 The Sports Hub Judd Sirott Play-by-Play Announcer Boston Bruins





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Wednesday, June 6, 2018 (...continued)

		Bob Soggi Play-by-Play Announcer New England Patriots
		Sean Grande Play-by-Play Announcer Boston Celtics
2:00-2:45pm	<i>"Copy Coach"</i>	Marc Clark Creative Services Director
2:45-3:15pm	<i>"Pre and Post Game Broadcasts"</i>	Marc Bertrand Pre- and Post-Game Host New England Patriots Co-host, <i>Zolak & Bertrand</i> Middays, 98.5 The Sports Hub
3:30pm	Depart Beasley Media Complex	

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





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Thursday, June 7, 2018

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	RAB Training Modules: #12 – <i>“Addressing Objections and Closing”</i> #13 – <i>“More Sales through Buyer Style Identification”</i>	Jason Muth Interactive Sales & Strategy 100.7 WZLX Beasley Media Group Boston
10:30-11:45am	<i>“Sports Broadcasting and Red Sox Baseball”</i>	Tim Neverett Play-by-Play Announcer Boston Red Sox
12:00noon	Lunch	
1:00-2:15pm	<i>“Marketing, Events and Promotions – Doing It Right”</i>	Dennis O’Heron Senior VP/Live Entertainment & Events iHeartMedia New York, NY
2:30-3:45pm	<i>“Engineering: RF & IT”</i>	Paul Shulins Vice President/Chief Technology Officer Burk Technology Littleton, MA
4:00-5:00pm	Social Hour at Rock Bottom Restaurant & Brewery 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 8, 2018 Live at Beasley Media Group Studios, 55 Morrissey, Dorchester

6:00-9:00am	<i>Live Morning Show Broadcast</i> from the Beasley Media Group Studios 55 Morrissey Blvd.	<i>Loren & Wally Morning Show</i> 105.7 WROR-FM Beasley Media Group Boston
9:15-10:15am	<i>"Show Prep"</i>	Santi DeOleo Morning Show Producer <i>Jackson & Hannah</i> Country 102.5 WKLB Beasley Media Group Boston Brian "Lungboy" Bell Executive Producer <i>Loren and Wally Morning Show</i> Beasley Media Group Boston Leroy Irvin Morning Show Producer Hot 96.9 WBQT Beasley Media Group Boston
10:20am	Return to Emerson College	
11:00-12:00n	RAB Training Module: #17 – <i>"Goal Setting and Time Management"</i>	Brian Samborski Vice President, National Sales Beasley Media Group Boston/Detroit
12:15-1:15pm	Lunch	
1:30-2:30pm	<i>"Student to Superstar"</i>	Pat Paxton President of Programming Entercom Boston
2:45pm	RAB <i>Radio Marketing Professional Certification Exam</i>	
4:00-5:00pm	Social Hour at Rock Bottom Restaurant & Brewery with Industry Professionals	





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Saturday, June 9, 2018

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	<i>"Music Scheduling – How and Why"</i>	Dylan Sprague Senior Vice President, Programming iHeartMedia Boston
10:30-11:45am	<i>"Radio's Digital Engagement and Social Media"</i>	Carlson Mozdiez Director of Operations Entercom Boston
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"How to Get a Good Job"</i>	Buzz Knight Senior Vice President, Programming Beasley Media Group Boston
2:30-3:30pm	Air Check Sessions - Master Class	





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Monday, June 11, 2018

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:00am	<i>"Basics of Doing a Great Music Radio Show"</i>	David Corey Program Director Country 102.5 WKLB-FM Beasley Media Group Boston
10:00-11:00am	<i>"From Clubs to Mix DJ"</i>	Roy Barboza Music Director Hot 96.9 WBQT Beasley Media Group Boston
11:00-12noon	<i>"On-Air Delivery, Inflection, Pacing, Communication"</i>	Jaybeau Jones PM Drive On-Air Personality 105.7 WROR FM Beasley Media Group Boston
12:00noon	Lunch	
1:00-2:15pm	<i>"Today's News Radio: Put It Together and Deliver It"</i>	Bill Flaherty Program Director WBZ Radio iHeartMedia Boston
2:30-3:45pm	<i>"How to Do a Great Talk Radio Show"</i>	Dan Rea <i>Nightside</i> Talk Show Host WBZ Radio iHeartMedia Boston
4:00-4:45pm	Air Check Sessions - Master Class	
5:00-6:00pm	Social Hour at Rock Bottom Restaurant & Brewery with Industry Professionals	





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Tuesday, June 12, 2018

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	<i>"Basics of Great Voice Work and Production"</i>	Marc Clark Creative Services Director Beasley Media Group Boston
10:30-11:45am	<i>"Writing for Radio"</i>	John Melley Production Director WBMX / Mix 104.1 Entercom Boston
12:00noon	Lunch	
1:00-2:15pm	<i>"On-Air: Developing Your Voice, Your Style...You"</i>	Bob Walker Vice President Programming Hall Communications Providence, RI
2:30-3:45pm	<i>"Adjusting from College to the Pros"</i>	Mark Feldman Producer, Hot 96.9/WBQT Beasley Media Group Boston PJ Sittig Promotion Coordinator 105.7 WROR FM Morning Show Fill-In Beasley Media Group Boston
4:00-4:45pm	Air Check Sessions - Master Class	
5:00-6:00pm	Social Hour at Rock Bottom Restaurant & Brewery with Industry Professionals	





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Wednesday, June 13, 2018

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	<i>"What the PD Looks for in You"</i>	Cadillac Jack Director of Programming and Format Captain AC Beasley Media Group Boston
10:30-11:45am	<i>"What You Have to Know to Be the Program Director"</i>	Steve Salhany Vice President, Programming Magic 106.7, Mix 104.1, Amp 103.3 Entercom Boston
12:00noon	Lunch	
1:00-2:00pm	<i>"Now is the Time to Start Thinking like a Pro"</i>	Mary Menna Vice President & Market Manager 98.5 The Sports Hub, Country 102.5 105.7 WROR FM, Hot 96.9, ALT 92.9 Beasley Media Group Boston
2:15-2:45pm	Closing Comments	Jordan Walton Executive Director Massachusetts Broadcasters Assoc. Dan Vallie President National Radio Talent System Charlotte, NC

