



Beasley Radio Talent Institute

WERS/Emerson College Boston, MA

Monday, June 17, 2019

1:00pm	Opening Comments	Dr. M. Lee Pelton President Emerson College Boston
	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, NC
1:30-2:30pm	<i>"You and Your Broadcasting Career"</i>	Brian Beasley Chief Operating Officer Beasley Media Group Naples, FL
2:45-3:45pm	<i>"How Technology is Transforming Radio Careers: A Guide to Navigating New Media and New Platforms"</i>	Fred Jacobs President Jacobs Media Detroit, MI
		Buzz Knight Executive VP Strategy and Innovation Beasley Media Group Boston
4:00-4:30pm	<i>"HD Radio™ Technology and the Future of Broadcast in the Vehicle"</i>	Joseph F. D'Angelo Senior Vice President 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"**





Beasley Radio Talent Institute

WERS/Emerson College Boston, MA

Tuesday, June 18, 2019

8:45am	Announcements and Agenda Preview	Jack Casey
9:00-10:15am	RAB Training Module: #2 – <i>“Prospecting - Finding and Evaluating Prospects”</i>	Kari Talieri Local Sales Manager 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>	Kari Talieri Local Sales Manager Beasley Media Group Boston
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>	<i>Jesse Carbone</i> General Sales Manager WROR Beasley Media Group Boston
2:30-3:45pm	RAB Training Module #7: <i>“Understanding Competitive Media”</i>	Tina Murley Director of Sales Beasley Media Group Boston
4:15-5:15pm	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”





Beasley Radio Talent Institute

WERS/Emerson College Boston, MA

Wednesday, June 19, 2019 ...at Beasley Media Group Studios

10:00am	Announcements and Agenda Preview	Jack Casey
10:15am	Welcome	Mary Menna Vice President & Market Manager Beasley Media Group Boston
10:30-10:45am	Tour of the Beasley Media Complex	
10:45-11:15am	<i>"Sports Radio – Sports That Rock"</i>	Mike Thomas Director of Programming 98.5 The Sports Hub
11:15-11:30am	<i>"ESports"</i>	Mike Thomas
11:30-12:15pm	<i>"From Sports Writer to Sports Radio Host"</i>	Tony Massarotti Talk Show Host 98.5 The Sports Hub
12:15-1:00pm	Lunch	
1:00-2:00pm	<i>"98.5 The Sports Hub Play-by-Play Team"</i>	Mike Thomas – Moderator Director of Programming 98.5 The Sports Hub Judd Sirott Play-by-Play Announcer Boston Bruins Sean Grande Play-by-Play Announcer Boston Celtics
2:00-2:45pm	<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
2:45 PM	Depart Beasley Media Complex	

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





Beasley Radio Talent Institute

WERS/Emerson College Boston, MA

Thursday, June 20, 2019

8:45am	Announcements and Agenda Preview	
9:00-10:00am	RAB Training Modules: #12 – <i>“Addressing Objections and Closing”</i> #13 – <i>“More Sales through Buyer Style Identification”</i>	Jason Muth Interactive Sales & Strategy Beasley Media Group Boston
10:30-11:45AM	<i>“Digital Audience Engagement”</i>	Kim Reis Vice President of Market Operations Entercom Boston
12:00noon	Lunch	
1:00-2:00pm	<i>“Marketing, Events and Promotions – Doing it Right”</i>	Karalyn Mallozzi Director of Marketing Entercom Boston
2:15-3:15pm	<i>“Engineering: RF & IT”</i>	Paul Shulins President Shulins Solutions Boston
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”*





Beasley Radio Talent Institute

WERS/Emerson College Boston, MA

Friday, June 21, 2019 ...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>The GetUP Crew</i> Ramiro, Pebbles, Melissa HOT 96.9 Beasley Media Group Boston
10:00-11:00am	<i>"Show Prep"</i>	Leroy Irvin & Mark Feldman Producers HOT 96.9 <i>The GetUP Crew</i>
10:00-11:00am	<i>"Programming Music Radio"</i>	Ken West Program Director 105.7 WROR & ALT 92.9 WBOS
11:00-12:00noon	RAB Training Module #17: <i>"Goal Setting and Time Management"</i>	Brian Samborski Vice President, National Sales Beasley Media Group
12noon	Return to Emerson College via Boston Subway Red Line	
12:30-1:15pm	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>	





Beasley Radio Talent Institute

WERS/Emerson College Boston, MA

Saturday, June 22, 2019

8:45am	Announcements and Agenda Preview	
9:00-10:15am	<i>"Music Scheduling – How and Why"</i>	Dylan Sprague Senior Vice President of Programming iHeartMedia Boston
10:30-11:15am	Air Check Sessions - Master Class	
11:45am	Lunch	





Beasley Radio Talent Institute

WERS/Emerson College Boston, MA

Monday, June 24, 2019

8:45am	Announcements and Agenda Preview	
9:00-10:15am	<i>"Today's News Radio: Put It Together and Deliver It"</i>	Bill Flaherty Director of Operations WBZ NewsRadio, WRKO, & Talk 1200 iHeartMedia Boston
10:30-11:45am	Podcasting	Steve Goldstein CEO Amplifi Media Greater New York City Area
12:00noon	Lunch	
1:00-1:45pm	<i>"On-Air Delivery, Inflection, Pacing, Communication"</i>	Jaybeau Jones PM Drive On-Air Personality 105.7 WROR Beasley Media Group Boston
2:00-2:45pm	<i>"From Clubs to Mix DJ"</i>	Roy Barboza Music Director Hot 96.9 WBQT Beasley Media Group Boston
3:00-3:45pm	<i>"Basics of Doing a Great Music Radio Show"</i>	David Corey Program Director Country 102.5 WKLB-FM 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	





Beasley Radio Talent Institute

WERS/Emerson College Boston, MA

Tuesday, June 25, 2019

8:45am	Announcements and Agenda Preview	
9:00-10:00am	<i>"Basics of Great Voice Work and Production"</i>	Marc Clark Creative Services Director Beasley Media Group Boston
10:15-11:00am	<i>"Writing for Radio"</i>	John Melley Production Director WBMX / Mix 104.1 Entercom Boston
11:15-12noon	Radio Video	Julie Kennedy Video Production Manager Beasley Media Group Boston
12:00noon	Lunch	
1:00-2:15pm	<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
2:30-3:45pm	<i>"Adjusting from College to the Pros"</i>	Mike Knittle Production Assistant ESPN Hartford, Connecticut Area Kate Nappier iHeartMedia New York, NY Phil Jones Afternoon Host WERS, Emerson College Boston, MA
4:00-4:45pm	Air Check Sessions - Master Class	
5:00-6:00pm	Social Hour at Rock Bottom Restaurant & Brewery with Industry Professionals	





Beasley Radio Talent Institute

WERS/Emerson College Boston, MA

Wednesday, June 26, 2019

8:45am	Announcements and Agenda Preview	
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>"On-Air: Developing Your Voice, Your Style...You"</i>	Bob Walker Vice President Programming Hall Communications Providence, RI
12:00noon	Lunch	
1:00-2:00pm	<i>"Now is the Time to Start Thinking Like a Pro"</i>	Chris Eagan Senior Director of Operations Cox Media Atlanta
2:15-2:45pm	Closing Comments	Jordan Walton Executive Director Massachusetts Broadcasters Assoc. Taylor Anne Wade Institutes Director National Radio Talent System Charlotte, NC

