



GAB Radio Talent Institute

Georgia Association of Broadcasters
Grady College & University of Georgia

Monday, May 8, 2017

1:30pm	Opening Comments	Janice Hume Professor & Journalism Department Head Grady College of Journalism and Mass Communication University of Georgia Dr. Charles Davis, Dean Grady College of Journalism and Mass Communication University of Georgia Sanders Hickey Partner Golden Isles Broadcasting Brunswick, GA Dan Vallie President National Radio Talent System Boone, NC
	Announcements and Agenda Review	Karen Andrews Director of Special Events and Student Leadership, Grady College University of Georgia On-Campus Director, GAB Radio Talent Institute
2:00-3:15pm	<i>"You and Your Broadcasting Career"</i>	John Dimick Vice President, Programming Operations Cumulus Media Atlanta
3:30-4:45pm	<i>"Radio's Digital Content & Social Media"</i>	Zac Morgan Digital Content Manager Cox Media Group Atlanta, GA
5:00-6:00pm	Social Hour at <i>Saucehouse Barbeque</i> with Industry Professionals	

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





GAB Radio Talent Institute

Georgia Association of Broadcasters
Grady College & University of Georgia

Tuesday, May 9, 2017

8:45am	Announcements and Agenda Review	Karen Andrews
9:00-10:15am	RAB Training Module: #2 – “Prospecting - Finding and Evaluating Prospects”	Mike Watkins Media Consultant Cox Media Group Atlanta
10:30-11:45am	RAB Training Modules: #3 – “Getting First Call Appointments” #4 – “How to Conduct a Great Client Needs Analysis”	Mark Haddon VP/Market Manager Beasley Media Group Augusta
12:00noon	Lunch	
1:00-2:15pm	RAB Training Modules: #5 – “Elements of a Good Written Proposal” #6 - “The Difference between Features and Benefits”	Kathryn Wake Director of Sales Alpha Media Savannah-Hilton Head
2:30-3:45pm	RAB Training Modules: #7 – “Understanding Competitive Media” #8 – “Why Radio”	Gigi South Vice President/Market Manager WUBB / WRWN / WGCO / WFXH / WHHW / WXYY Alpha Media Savannah-Hilton Head
5:00-6:00pm	Social Hour at <i>Saucehouse Barbeque</i> with Industry Professionals	

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





GAB Radio Talent Institute

Georgia Association of Broadcasters
Grady College & University of Georgia

Wednesday, May 10, 2017 ***“Game on...Mic on”***

6:30am	Board Bus to Atlanta	
8:30am	Arrive Phillips Arena	
9:00-10:45am	<i>“Atlanta Hawks Basketball and Sports Broadcasting”</i>	Marketing and Broadcast Teams of the Atlanta Hawks
11:00 -11:45am	Lunch in Food Court - CNN Center	
12noon	Depart CNN Center	
12:45pm	Arrive at SunTrust Park	
1:00pm	Tour	
2:00-3:00pm	<i>“Marketing Atlanta Braves Baseball”</i>	Adam Zimmerman Vice President, Marketing Atlanta Braves
3:00pm	Depart Stadium: Head for Home Plate at UGA	

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





GAB Radio Talent Institute

Georgia Association of Broadcasters
Grady College & University of Georgia

Thursday, May 11, 2017

8:45am	Announcements and Agenda Preview	Karen Andrews
9:00-10:15am	RAB Training Modules: #12 – “Addressing Objections and Closing” #13 – “More Sales through Buyer Style Identification”	Tim Davies VP/General Manager Radio One Atlanta
10:30-11:45am	“How to Get In and Win”	Thomas Bacote Market President iHeartMedia Macon/Newnan/LaGrange, GA
12:00noon	Lunch	
1:00-2:15pm	“Marketing and Promotions – Doing it right”	Lori Flowers Marketing Director Radio One Atlanta
2:30-3:45pm	“Engineering: RF & IT”	Jerry K. Massey Director of Regional Technical Operations, MIS, Sustainability Entercom Greenville LLC President, Society of Broadcast Engineers
5:00-6:00pm	Social hour at <i>Saucehouse Barbeque</i> with Industry Professionals	

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





GAB Radio Talent Institute

Georgia Association of Broadcasters
Grady College & University of Georgia

Friday, May 12, 2017

6:00-10:00am	<i>Live Morning Show Broadcast on the UGA Campus</i>	<i>The Ryan Cameron Morning Show with Wanda Smith</i> V103/WVEE CBS Radio Atlanta
10:00-10:35am	<i>"Show Prep"</i>	<i>The Ryan Cameron Show with Wanda Smith</i>
10:45-11:45am	RAB Training Module #17: <i>"Goal Setting and Time Management"</i>	Rick Caffey Senior VP & Market Manager CBS Radio Atlanta
11:45am	Announcements & Agenda Preview	Karen Andrews
12:00noon	Lunch	
1:00-2:15pm	<i>"Student to Superstar"</i>	Mary Catherine Sneed Social Media & Digital Consulting for Radio & TV Alpharetta, GA
2:30pm	RAB <i>Radio Marketing Professional Certification Exam</i>	
4:00-5:00pm	Social Hour at <i>Saucehouse Barbeque</i> with Industry Professionals	





GAB Radio Talent Institute

Georgia Association of Broadcasters
Grady College & University of Georgia

Saturday, May 13, 2017

8:45am	Announcements and Agenda Preview	Karen Andrews
9:00-10:15am	<i>"Music Scheduling – How and Why"</i>	Keith Clark Consultant Vallie•Richards•Donovan Consulting Columbia, SC
10:30-11:45am	<i>"Basics of Doing a Great Music Radio Show"</i>	Mike McVay Senior VP, Content & Programming Cumulus Media & Westwood One Atlanta
12:00noon	Lunch	
1:00-2:15pm	<i>"Public Broadcasting Today"</i>	Tanya Ott Vice President of Radio GPB Media Atlanta
2:30-3:45pm	<i>"How to Get a Good Job"</i>	Don Anthony Talentmasters <i>Jockline Daily</i> Morning Show Boot Camp Talk Show Boot Camp Atlanta
3:50-4:15pm	Air Check Sessions	





GAB Radio Talent Institute

Georgia Association of Broadcasters
Grady College & University of Georgia

Monday, May 15, 2017

8:45am	Announcements and Agenda Preview	Karen Andrews
9:00-10:15am	<i>"Today's News Radio: Put It Together and Deliver It"</i>	Condace Pressley Manager, Programming Operations & Community Affairs WSB Cox Media Group Atlanta
10:30-11:45am	<i>"On-Air Delivery, Inflection, Pacing, Communicating"</i>	Madison James Afternoon Drive B98.5 Cox Media Group Atlanta
12:00noon	Lunch	
1:00-2:15pm	<i>"Branding & Imaging a Radio Station... On-Air & On-Line"</i>	Louie Diaz Operations Manager - Atlanta Market Program Director - WWWQ/Q100 Cumulus Media Atlanta
2:30-3:45pm	<i>"How to Do a Great Talk Radio Show"</i>	Eric Von Haessler Broadcaster/Entertainer <i>The Von Haessler Doctrine</i> News 95.5 & AM 750 WSB News Radio Atlanta Jared Yamamoto Researcher/Content Producer for <i>The Herman Cain Show</i> Producer, <i>The Von Haessler Doctrine</i> Cox Media Group Atlanta Radio Entercom Communications Atlanta
4:00-4:45pm	Air Check Sessions	
5:00-6:00pm	Social hour at <i>Saucehouse Barbeque</i> with Industry Professionals	





GAB Radio Talent Institute

Georgia Association of Broadcasters
Grady College & University of Georgia

Tuesday, May 16, 2017

8:45am	Announcements and Agenda Preview	Karen Andrews
9:00-10:15am	<i>"Basics of Great Voice Work – How Not to Sound Like an Announcer"</i>	Tony Messano Tony Messano Voice Over Bogart, GA
10:30-11:45am	<i>"Writing for Radio"</i>	James Fairey Production Director CBS Radio Atlanta
12:00noon	Lunch	
1:00-2:15pm	<i>"What You Have to Know to Be the Program Director"</i>	Tony Lorino Program Director WSTR-FM Star 94 / 790 WQXI AM Entercom Communications Atlanta
2:30-3:45pm	<i>"Adjusting from College to the Pros"</i>	Dr. Dale Van Cantfort Moderator Chair, Mass Communication Department Piedmont College Demorest, GA Kelly Bradshaw Morning Show Co-Host US 101, WUSY- FM Chattanooga, TN Laura Nolan Assistant Program Director/ Morning Show Producer 102.1 The Sound Cumulus Media Savannah Joel Silverberg Producer, Sports Radio WNML 99.1 FM / 990 AM Play-by-Play Broadcaster, Knoxville Ice Bears Knoxville, TN
4:00-4:45pm	Air Check Sessions	
5:00-6:00pm	Social Hour at <i>Saucehouse Barbeque</i> with Industry Professionals	





GAB Radio Talent Institute

Georgia Association of Broadcasters
Grady College & University of Georgia

Wednesday, May 17, 2017

8:45am	Announcements and Agenda Preview	Karen Andrews
9:00-10:15am	<i>"What the PD Looks for in You"</i>	Chris Eagan Director of Branding & Programming Cox Media Group Atlanta
10:30-11:45am	<i>"On-Air: Developing Your Voice, Your Style...You"</i>	Adam Bomb <i>"The Adam Bomb Show"</i> Westwood One Network and Afternoon Drive, Q100 Cumulus Atlanta
12:00noon	Lunch	
1:00-2:15pm	<i>"Now is the Time to Start Thinking like a Pro"</i>	Bill Hendrich Executive VP of Radio & CMG Research Cox Media Group Atlanta
2:30-3:00pm	Closing Comments	Bob Houghton President Georgia Association of Broadcasters Atlanta, GA Dan Vallie President National Radio Talent System Boone, NC

