



GAB Radio Talent Institute

Georgia Association of Broadcasters
Grady College & University of Georgia

Monday, May 13, 2019

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|-------------|---|---|
| 1:00pm | Opening Comments | Janice Hume Professor & Journalism Dept. 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 Bob Houghton President Georgia Association of Broadcasters Atlanta, GA Dan Vallie President National Radio Talent System Charlotte |
| | Announcements & Agenda Preview | Karen Andrews Director of Special Events and Student Leadership, Grady College University of Georgia On-Campus Director, GAB Radio Talent Institute |
| 1:30-2:30pm | <i>"You and Your Broadcasting Career"</i> | Mike McVay Executive Vice President Content & Programming Cumulus Media & Westwood One Atlanta |
| 2:45-3:45pm | <i>"Radio's Digital Content & Social Media"</i> | Tim Clarke Vice President Audience & Content Cox Media Atlanta |
| 4:15-5:15pm | Social Hour at <i>Saucehouse Barbeque</i> with Industry Professionals | |

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





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Tuesday, May 14, 2019

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|---------------|--|---|
| 8:45am | Announcements & Agenda Preview | Karen Andrews |
| 9:00-10:15am | RAB Training Module: #2 – “Prospecting - Finding and Evaluating Prospects” | Mike Watkins Local Sales Manager Cox Media Group Atlanta |
| 10:30-11:45am | RAB Training Modules: #3 – “Getting the Appointment” #4 – “How to Conduct a Great Client Needs Analysis” | Kent Dunn VP Market Manager Beasley Media Group Augusta |
| 12:00noon | Lunch | |
| 1:00-2:15pm | RAB Training Modules: #5 – “The Components of a Great Proposal” #6 - “Features and Benefits” | Beth Bowers General Sales Manager Cox Media Group Atlanta |
| 2:30-3:45pm | RAB Training Modules: #7 – “Understanding Competitive Media” and “Why Radio” | Sanders Hickey Partner Golden Isles Broadcasting Brunswick, GA |
| 4:30-5:30pm | Social Hour at <i>Saucehouse Barbeque</i> with Industry Professionals | |

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





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Wednesday, May 15, 2019

“Game on...Mic on”

| | | |
|---------------|--|--|
| 6:30am | Board Bus to Atlanta | |
| 9:15am | Arrive Mercedes-Benz Stadium | |
| 9:30am 10:00 | Tour of stadium | |
| 10:00-11:00am | Sports Talk Radio | Carl Dukes Sports Broadcaster 92-9 THE GAME/WZGC-FM Entercom Atlanta |
| 11:15-12:45pm | Lunch | Molly B's |
| 1:00-2:00pm | <i>“Play-by-Play in the NBA”</i> | Steve Holman Play-by-Play Announcer The Hawks Atlanta |
| 2:00-3:15pm | <i>“Sports Radio Super Session”</i> | Terry Foxx Program Director Radio Content 92-9 THE GAME/WZGC-FM Entercom Atlanta Dave Archer Broadcaster/Color Analyst 92-9 THE GAME WZGC-FM Entercom Atlanta Emily Austen Sports Broadcaster and Motivational Speaker 92-9 THE GAME WZGC-FM Entercom Atlanta |
| 3:30pm | Depart Mercedes-Benz Stadium and return to UGA campus. | |

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





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Thursday, May 16, 2019

| | | |
|---------------|---|---|
| 8:45am | Announcements & Agenda Preview | Karen Andrews |
| 9:00-10:15am | RAB Training Modules #12 – “Addressing Objections and Closing” #13 – “Buyer Styles” | KJ Allen President and Managing Member Oconee Radio Group Northeast & Middle Georgia |
| 10:30-11:45am | “Basics of Doing a Great Music Radio Show” | Greg Ausham Program Director Rock 100.5 Cumulus Media Atlanta |
| 12:00noon | Lunch | |
| 1:00-2:00pm | “Marketing and Promotions – Doing it Right” | Lori Flowers Marketing Director Urban One Atlanta |
| 2:15-3:15pm | “Engineering: RF & IT” | James Gay Vice President Engineering iHeartMedia Macon |
| 3:30-4:30pm | “Radio Video” | John Petrini Marketing Director Cumulus Atlanta |
| 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”**





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Friday, May 17, 2019

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|---------------|---|--|
| 6:00-10:00am | <i>Live Morning Show Broadcast from the GAB Radio Talent Institute at Grady College</i> | <i>"The Morning Culture"</i> with Frank Ski, Jade Novah and JR V103/WVEE Entercom Communications Atlanta |
| 10:00-10:35am | <i>"Show Prep"</i> | Frank, Jade, JR |
| 10:45-11:45am | RAB Training Module #17: <i>"Goal Setting and Time Management"</i> | Rick Caffey Senior VP & Market Manager Entercom Communications Atlanta |
| 11:50am | Announcements & Agenda Preview | Karen Andrews |
| 12:00noon | Lunch | |
| 1:00-2:00pm | <i>"Student to Superstar"</i> | Rob Babin Regional VP for Radio Cox Media Group Atlanta |
| 2:15pm | RAB <i>Radio Marketing Professional Certification Exam</i> | |





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Saturday, May 18, 2019

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|---------------|---|--|
| 8:45am | Announcements & Agenda Preview | Karen Andrews |
| 9:00-10:15am | <i>"Music Scheduling – How & Why"</i> | Otis Air Talent/Music Director 94.9 The Bull iHeartRadio Atlanta |
| 10:30-11:45am | <i>"Public Broadcasting Today"</i> | Sean Powers Director of Podcasting GPB Media Atlanta |
| 12:00noon | 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 |
| 2:15-3:00pm | Air Check Sessions – Master Class | |





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Monday, May 20, 2019

| | | |
|---------------|---|--|
| 8:45am | Announcements & Agenda Preview | Karen Andrews |
| 9:00-10:15am | <i>"On-Air Delivery, Inflection, Pacing, Communicating"</i> | Madison James Afternoon Drive B98.5 Cox Media Group Atlanta |
| 10:30-11:45am | "Podcasting" | Traci DeForge Founder, Produce Your Podcast Business Development Strategist |
| 12:00noon | Lunch | |
| 1:00-2:15pm | <i>"Today's News Radio: Put It Together and Deliver It"</i> | Sandra Parrish Reporter, WSB Radio Cox Media Group Atlanta |
| 2:30-3:45pm | <i>"Traffic Reporting on Talk Radio"</i> | Doug Turnbull PM Drive Airborne Traffic Anchor Triple Team Traffic/News 95.5/AM 750 Atlanta |
| 4:00-4:45pm | Air Check Sessions – Master Class | |
| 5:00-6:00pm | Social hour at <i>Saucehouse Barbeque</i> with Industry Professionals | |





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Tuesday, May 21, 2019

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|---------------|--|--|
| 8:45am | Announcements & Agenda Preview | Karen Andrews |
| 9:00-10:15am | <i>"Basics of Great Voice Work – How Not to Sound Like an Announcer"</i> | Kelley Buttrick Voice Over Talent KB Voiceovers, LLC Athens |
| 10:30-11:45am | <i>"Writing for Radio"</i> | James Fairey Production Director Entercom Radio Atlanta |
| 12 noon | Lunch | |
| 1:00-2:15pm | <i>"What You Have to Know to be the Program Director"</i> | Reggie Rouse Vice President Programming Format Captain Entercom Atlanta |
| 2:30-3:45pm | <i>"Adjusting from College to the Pros"</i> | Dr. Dale Van Cantfort Chair, Mass Communication Dept. Piedmont College, Demorest, GA Amanda Dennihy Air Talent, Producer Star 94.1 Entercom Atlanta Abby Jessen WGAU & WXKT Director of Branding and Programming Athens WNGC On-Air Talent WSB Weekend Anchor Joel Silverberg Producer Sports Radio WNML 99.1 FM / 990 AM Play-by-Play Broadcaster Knoxville Ice Bears Cumulus Media Knoxville |
| 4:00-4:45pm | Air Check Sessions - Master Class | |
| 5:00-6:00pm | Social Hour at <i>Saucehouse Barbeque</i> with Industry Professionals | |





GAB Radio Talent Institute

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Wednesday, May 22, 2019

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|---------------|--|--|
| 8:45am | Announcements & 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 | |
| 1:00-2:00pm | <i>"Now is the Time to Start Thinking Like a Pro"</i> | Erica Farber President and CEO Radio Advertising Bureau (RAB) Los Angeles, CA |
| 2:30-3:00pm | Closing Comments | Bob Houghton President Georgia Association of Broadcasters Atlanta, GA Dan Vallie President National Radio Talent System Charlotte |

