



Hubbard Radio Talent Institute

Central Washington University

Monday, June 19, 2017

1:30pm	Opening Comments	Richard DeShields Dean of Student Success Central Washington University Ellensburg
		Keith Shipman, President and CEO Washington State Association of Broadcasters Olympia
		Dan Vallie President, National Radio Talent System Founder, Vallie•Richards•Donovan Consulting Boone, NC
	Announcements and Agenda preview	Jeff MacMillan General Manager KCWU 88.1 The Burg Central Washington University
2:00-3:15pm	"You and Your Broadcasting Career"	Ginny Morris CEO Hubbard Radio Minneapolis
3:30-4:45pm	<i>"Radio's Digital Operations and Social Media"</i>	Janna Ramer Digital Operations Manager Hubbard Interactive Seattle
5:00-6:00pm	Social Hour at <i>The TAV</i> , 117 West 4th Avenue, with Industry Professionals	

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





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Tuesday, June 20, 2017

8:45am	Announcements and Agenda Review	Jeff MacMillan
9:00-10:15am	RAB Training Module: #2 – <i>“Prospecting - Finding and Evaluating Prospects”</i>	Karen Heric General Sales Manager Warm 106.9 Hubbard Radio Seattle
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>	Bob Boyd Director of Sales Entercom Radio Seattle
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>	Dan Lang Senior Account Executive Hubbard Radio Seattle
2:30-3:45pm	RAB Training Modules: #7 – <i>“Understanding Competitive Media”</i> #8 – <i>“Why Radio”</i>	Jackson Weaver General Manager KAYO 96.9 FM / KGY 95.3 FM Olympia
4:00-5:00pm	Social Hour at <i>The TAV</i> , 117 West 4th Avenue with Industry Professionals	

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





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Wednesday, June 21, 2017 **Game on.....Mic on**

7:00am	Board Transportation to Seattle	
9:30am	Arrive at Bonneville Seattle Media Group, KIRO Radio News 97.3, 710 ESPN Seattle, AM 770 KTTH, MyNorthwest.com	
9:45-10:30am	Tour	
10:30-11:30am	<i>"Sports Broadcasting"</i>	Mike Salk <i>"Brock and Salk"</i> Program Director ESPN 710 Bonneville Broadcasting Seattle
12:00-12:45pm	Lunch	
1:00pm	Arrive at KIRO TV	
1:30-2:30pm	<i>"The Seahawks and Sports Broadcasting"</i>	Steve Raible Play-by-Play, Seattle Seahawks Co-Host, KIRO News 7 Seattle
3:00pm	Depart Seattle to head to the Campus of Central Washington University	

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

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





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Thursday, June 22, 2017

8:45am	Announcements and Agenda Preview	Jeff MacMillan
9:00-10:15am	RAB Training Modules: #12 – “Addressing Objections and Closing” #13 – “More Sales through Buyer Style Identification”	Nick Beyer Senior Account Executive MOVIN 92.5 KQMV-FM Hubbard Radio Seattle
10:30-11:45am	“How to Get In and Win”	Carl Gardner Vice President and Market Manager Bonnevill Media Group Seattle
12:00noon	Lunch	
1:00-2:15pm	“Engineering: RF and IT”	Dave Ratener Chief Engineer Hubbard Radio Seattle
2:30-3:45pm	“Marketing and Promotions – Doing It Right”	Randi P’Poole Vice President, Marketing Alpha Media Portland, OR
4:00-5:00pm	Social Hour at <i>The TAV</i> , 117 West 4th Avenue, 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 23, 2017

6:00-9:00am	<i>"Mornings with Allan & Ashley"</i> <i>Live from the CWU Campus</i>	Allan & Ashley w/Woody & Redbeard Warm 106.9 Hubbard Radio Seattle
9:05am	Announcements and Agenda Preview	Jeff MacMillan
9:15-10:15am	<i>"Show Prep"</i>	Allan & Ashley w/ Woody & Redbeard
10:30-11:45am	RAB Training Module: #17 – <i>"Goal Setting and Time Management"</i>	Lisa Decker VP/Market Manager Alpha Media Portland, OR
12:00noon	Lunch	
1:00-2:15pm	<i>"Student to Superstar"</i>	Marc Kaye Vice President/Market Manager Hubbard Radio Seattle
2:30pm	RAB <i>Radio Marketing Professional Certification Exam</i>	
4:00-5:00pm	Social Hour at <i>The TAV</i> , 117 West 4th Avenue, with Industry Professionals	





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Saturday, June 24, 2017

8:45am	Announcements and Agenda Preview	Jeff MacMillan
9:00-10:15am	<i>"Music Scheduling – How and Why"</i>	Ron Harrell Warm 106.9 Hubbard Radio Seattle
10:30-11:45am	<i>"On Air Delivery, Pacing, Inflection, Communicating"</i>	Kim Monroe Mid-Day Air Personality and Assistant Program Director Rock 98.9 Hubbard Radio Seattle
12:00noon	Lunch	
1:00-2:15pm	<i>"How to Get a Good Job"</i>	Mike O' Malley Consulting Partner Albright & O'Malley & Brenner Country Consulting West Palm Beach, FL
2:30-3:15pm	Air Check Sessions	





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Monday, June 26, 2017

8:45am	Announcements and Agenda Preview	Jeff MacMillan
9:00-10:15am	<i>"Today's News Radio: Put It Together and Deliver It"</i>	Pete Gammell Director, News and Programming KIRO Radio Bonnevill International Seattle
10:30-11:45am	<i>"How to Do a Great Talk Radio Show"</i>	John Curley Host, <i>The Tom & Curley Show</i> 9AM-12Noon KIRO Radio 97.3 FM Bonnevill Broadcasting Seattle
12:00noon	Lunch	
1:00-2:15pm	<i>"Basics of Doing a Great Music Radio Show"</i>	Brian Bridgman Program Director KRSK Entercom Radio Portland
2:30-3:45pm	<i>"The Authentic Personality"</i>	Bill McMahon CEO The Authentic Personality Biz Boise, ID
4:00-4:45pm	Air Check Sessions	
5:00-6:00pm	Social hour at <i>The TAV</i> , 117 West 4th Avenue, with Industry Professionals	





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Tuesday June 27, 2017

8:45am	Announcements and Agenda Preview	Jeff MacMillan
9:00-10:15am	<i>"What You Have to Know to be the PD"</i>	Greg Strassell Sr. Vice President, Programming Hubbard Radio Minneapolis
10:30-11:45am	<i>"Basics of Great Voice Work and Production"</i>	Adam West Production / Imaging Director Hubbard Radio Seattle
12:00noon	Lunch	
1:00-2:15pm	<i>"On-Air: Developing Your Voice, Your Style...You"</i>	Leslie Scott Digital Program Director Entercom Program Director, 107.7 The End Entercom Radio Seattle
2:30-3:45pm	<i>"Writing for Radio"</i>	Rik Mikals Operations Manager and Morning Show Townsquare Media Yakima
4:00-4:45pm	Air Check Sessions	
5:00-6:00pm	Social Hour at <i>The TAV</i> , 117 West 4th Avenue, with Industry Professionals	





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Wednesday, June 28, 2017

8:45am	Announcements and Agenda Preview	Jeff MacMillan
9:00-10:15am	<i>"What the Program Director Looks For in You"</i>	Ricky Villa Program Director MOVIN 92.5 KQMV Hubbard Radio Seattle
10:30-11:45am	<i>"Adjusting from College to the Pros"</i>	Charlie Harger KOMO Seattle and Green River College, Auburn
		<u>Panelists</u> Tanner Chambers On-Air / Digital Producer Chief Writer – <i>"The Hit List"</i> <i>The Fitz Show</i> Seattle
		Dylan Hubber Videographer Hubbard Radio Seattle
12:00noon	Lunch	
1:00-2:15pm	<i>"Now is the Time to Start Thinking Like a Pro"</i>	Drew Horowitz President Hubbard Radio Chicago
2:30-3:00pm	Closing Comments	Dan Vallie President National Radio Talent System Boone, NC

