



# Kellar Radio Talent Institute

APPALACHIAN STATE UNIVERSITY

## Monday, June 11, 2018

1:30pm	Opening Comments	Dr. Jean DeHart Chair and Professor Department of Communication Appalachian State University  Dean Phyllis Kloda College of Fine and Applied Arts Appalachian State University  Dr. Mark Ginn Vice Provost for Undergraduate Education and Professor of Mathematics Appalachian State University  Ciara Jade Director of Operations National Radio Talent System
2:00-3:15pm	<i>"Now is the Time to Start Thinking Like a Pro"</i>	Trip Savery President and COO Curtis Media Raleigh
3:30-4:45pm	<i>"Radio in the Digital Landscape"</i>	Nathan Richie Director of Digital Programming Entercom Charlotte
5:00-6:00pm	Social Hour at Café Portofino with Industry Professionals	

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





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## Tuesday, June 12, 2018

8:45am	Announcements and Agenda Preview	Ciara Jade
9:00-10:15am	RAB Training Module: #2 – <i>“Prospecting - Finding and Evaluating Prospects”</i>	Tammy O'Dell Director of Sales Curtis Media Group Raleigh/Durham/Chapel Hill
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>	Erika Beasley VP/Market Manager Beasley Media Fayetteville
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>	Brian Grube Director of Sales Capitol Broadcasting Raleigh
2:30-3:45pm	RAB Training Module: #7 – <i>“Understanding Competitive Media”</i>	Tammy O' Dell Director of Sales Curtis Media Group Raleigh/Durham/Chapel Hill
4:00-5:00pm	Social Hour at Café Portofino with Industry Professionals	

**\*Evening Assignment: RAB Modules: #8 – “Why Radio”, #9 – “Scheduling for Success”, and #10 – “The Role of Creative”**





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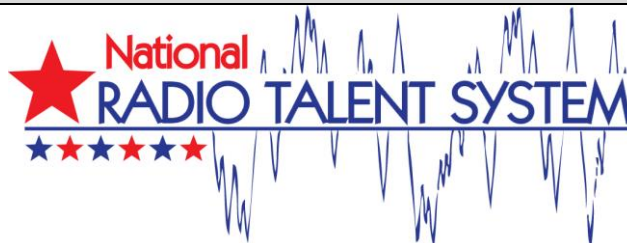
APPALACHIAN STATE UNIVERSITY

**Wednesday, June 13, 2018**

## *We're Going Racin' and Tossin' the Football!*

6:30am	Board Bus at App State for Charlotte	
8:45am	Arrive at Charlotte Motor Speedway	
9:00-10:30am	<i>"The Fundamentals of Announcing NASCAR"</i>	Doug Rice President & General Manager Performance Racing Network  Gerry Horn Senior Vice President Sales Performance Racing Network  Kent Bernhardt Production Director Performance Racing Network  Alexis Erickson Marketing & Communications Manager Performance Racing Network
10:45-11:30am	Around the track at 100 mph	
11:45am	Lunch	
1:00pm	Depart Speedway for Panther Stadium	
1:30-2:30pm	<i>"Carolina Panthers Football &amp; Sports Broadcasting"</i>	Mick Mixon Play-by-Play Announcer NFL Carolina Panthers
2:30-3:00pm	Tour Stadium & Broadcast Facilities	
3:15pm	Depart Charlotte / Return to Boone at the <i>Speed Limit</i>	

**\*Evening Assignment: RAB Training Modules:  
#11 – "The Best Presentations" and #14 – "Making Money with RAB Resources"  
NOTE: Modules #12 and #13 will be done *during tomorrow's session***





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## Thursday, June 14, 2018

8:45am	Announcements and Agenda Preview	Ciara Jade
9:00-10:15am	RAB Training Modules: #12 – <i>“Addressing Objections and Closing”</i> #13 – <i>“More Sales through Buyer Style Identification”</i>	Pam Patton Marketing Consultant Beasley Media Fayetteville
10:30-11:45am	<i>“Broadcast Regulations...Today and Tomorrow”</i>	Stephen Hartzell Partner Brooks Pierce, Raleigh
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>“Marketing &amp; Promotions –Doing it Right”</i>	Bradlee Mikeska Promotions Director 102.9 The Lake & Channel 96-1 iHeartMedia Charlotte
2:30-3:45pm	<i>“Engineering: RF &amp; IT”</i>	Brad Humphries Market Director of Engineering Beasley Media Charlotte  Nick Pinto Vice President of Information Technology Beasley Media Charlotte
4:00-5:00pm	Social Hour at Café Portofino with Industry Professionals	

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





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## Friday, June 15, 2018

6:00-9:00am	<i>"The Ace &amp; TJ Show"</i> – Broadcast Live from the George G. Beasley Media Complex	Ace and TJ w/Guenn & Riggins Channel 96.1 iHeartMedia Radio Button Network
9:00am	Announcements and Agenda Preview	Dan Vallie
9:15-10:15am	<i>"Show Prep"</i>	<i>The Ace &amp; TJ Show</i>
10:30-11:45am	RAB Training Module #17: "Goal Setting & Time Management"	Matt Hanlon VP & Market Manager WBT AM/FM, WFNZ, WLNK Entercom Charlotte
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Student to Superstar"</i>	Beasley Media Group Charlotte
	Bill Schoening, SVP/Market Manager Robin Colfax-Herrschaft, VP/Director of Sales Trevor Adams, Corporate Creative Director Torienne Reed, Asst. Business Mgr./Human Relations Mgr. Alexis Zarycki, Digital Program Director John "JT" Tillman, Imaging & Production Director Jack Daniel, On-Air Talent Leslie Baylor, Promotions Director, WPEG/WBAV	
2:30pm	RAB <i>Radio Marketing Professional Certification Exam</i>	
4:00-5:00pm	Social Hour at Café Portofino with Industry Professionals	





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## Saturday, June 16, 2018

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	<i>"Music Scheduling – How and Why"</i>	A.J. Program Director WHQC/WLKO iHeartMedia Charlotte
10:30-11:45am	<i>"The Digital Program Director"</i>	Rob Whiteside Digital Operations Director iHeartMedia Raleigh
11:50-12:50pm	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
2:30-3:30pm	Air Check Sessions	





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## Monday, June 18, 2018

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	<i>"How to Do a Great Talk Radio Show"</i>	John Hancock Talk Show Host WBT Radio Entercom Charlotte
10:30-11:45am	<i>"Today's News Radio: Put It Together and Deliver It"</i>	Mark Garrison Host/Reporter WBT Radio Entercom Charlotte
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Basics of Doing a Great Music Radio Show"</i>	DZL Program Director 1065 The End iHeartMedia Charlotte  Rozak Production & On-Air Talent 1065 The End iHeartMedia Charlotte
2:30-3:45pm	<i>"On-Air Delivery, Inflection, Pacing, Communicating"</i>	Rozak & DZL
4:00-5:00pm	Air Check Sessions	
5:00-6:00pm	Social Hour at Café Portofino with Industry Professionals	





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## Tuesday, June 19, 2018

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	<i>"Writing for Radio"</i>	John JT Tillman Imaging & Production Director Beasley Media Group Charlotte
10:30-11:45am	<i>"Basics of Great Voice Work and Production"</i>	John Causby Voice Actor COO, Groundcrew Studios Charlotte
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Adjusting from College to the Pros"</i>	Chris Kroeger WFNZ 610 The Fan Entercom Charlotte  Cameron Moore Midday Air Personality Kiss, Beasley Charlotte  Hayden Waugh Sales Assistant Entercom Charlotte
2:30-3:45pm	<i>"An Introduction to Radio Research"</i>	Warren Kurtzman President Coleman Insights Media Research, Raleigh
4:00-5:00pm	Air Check Sessions	
5:00-6:00pm	Social Hour at Café Portofino with Industry Professionals	







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## Wednesday, June 20, 2018

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	<i>"What the PD Looks for in You"</i>	Chris Edge Area Senior VP of Programming iHeartMedia Raleigh/Greensboro
10:30-11:45am	<i>"What You Have to Know to Be the Program Director"</i>	Jeff Anderson Operations Manager WPEG/ WBAV Beasley Media Group Charlotte
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Getting In – Becoming an Entrepreneur"</i>	Tom Birch Owner/President Lakes Media LLC Raleigh
2:30-3:00pm	Closing Comments	Dan Vallie

