



Monday

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| 1:00pm | Opening Comments | <p>Dr. James Brown Dean, College of Liberal Arts Bloomsburg University of Pennsylvania</p> <p>Kerby Confer Partner Forever Media Fort Mill, SC</p> <p>Dan Vallie President/Founder National Radio Talent System Charlotte, NC</p> |
| | Announcements and Agenda Preview | <p>Dr. David Magolis Associate Professor, Mass Comm., Bloomsburg University of Pennsylvania On-Campus Director, Confer Radio Talent Institute</p> |
| 1:30-2:30pm | <i>"Now is the Time to Start Thinking Like a Pro"</i> | <p>Erica Farber President/CEO Radio Advertising Bureau Los Angeles</p> |
| 2:45-3:45pm | <i>"Radio's Digital Content & Social Media"</i> | <p>Derrick "DC" Cole Program Director WAEB-FM WZZO iHeartMedia Allentown</p> |
| 4:00-5:00pm | Social Hour at <i>West End Ale Haus</i> with Industry Professionals | |
| 5:00pm | Dinner | |

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



Tuesday

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| 8:45am | Announcements and Agenda | Dr. David Magolis |
| 9:00-10:15am | RAB Training Module: #2 - <i>"Prospecting – Finding and Evaluating Prospects"</i> | Kristin Cantrell Owner/CEO CapCity Communications KY and Seven Mountains Media PA |
| 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> | Kristin Cantrell |
| 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> | Karen Richards Vice President of Sales Cumulus Media Harrisburg |
| 2:30-3:45pm | RAB Training Modules: #7 – <i>"Understanding Competitive Media"</i> | Bobbi Castellucci Market Manager/General Manager Forever Media Inc. Altoona |
| 4:00-5:00pm | Social Hour at <i>West End Ale Haus</i> with Industry Professionals | |
| 5:00pm | Dinner | |

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



Wednesday

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|---------------|--|---|
| 6:45am | Board Transportation to Philadelphia | |
| 9:30am | Arrive at Citizens Bank Park | |
| 10:00-11:00am | <i>"The Phillies and Sports Broadcasting"</i> | Rob Brooks Manager of Broadcasting Philadelphia Phillies |
| 11:00-12noon | <i>"Programming Sports Talk Radio"</i> | Spike Eskin Program Director SportsRadio 94 WIP-FM / Phillies 24/7 Entercom Philadelphia |
| 12:00-1:00pm | Lunch with Rob Brooks | |
| 1:00-2:00pm | <i>"The 76ers and Sports Broadcasting"</i> | Mark Zumoff Play-by-Play Announcer Philadelphia 76'ers |
| 2:00-3:00pm | <i>"Announcing for the Phillies"</i> | Dan Baker Public Address Announcer Philadelphia Phillies |
| 3:00pm | Depart Philadelphia and return to the Bloomsburg University campus | |

***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.



Thursday

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| 8:45am | Announcements and Agenda Preview | Dr. David Magolis |
| 9:00-10:15am | RAB Training Modules: #12 – <i>“Addressing Objections and Closings”</i> #13 – <i>“More Sales through Buyer Style Identification”</i> | Dave Davies Vice President/Market Manager Forever Media Inc. York/Hanover |
| 10:30-11:45am | <i>“How to Get In and Win”</i> | Jim Loftus CEO/President 101 More FM WBEB Philadelphia |
| 11:50-12:50pm | Lunch | |
| 1:00-2:15pm | <i>“Marketing and Promotions - Doing It Right”</i> | Sean O’Mealy Market Manager Seven Mountains Media Selinsgrove |
| 2:30-3:45pm | <i>“Engineering: RF & IT”</i> | Lynn Deppen President Forever Media Pittsburgh |
| 4:00-5:00pm | Social Hour at <i>West End Ale Haus</i> with Industry Professionals | |
| 5:00pm | Dinner | |

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



Friday

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|---------------|---|--|
| 6:00-8:50am | Jojo & Leapin' Lily <i>live</i> from the Bloomsburg University Campus | <i>Jojo and Leapin' Lily Morning Show</i> WFGY Froggy 98 Forever Media Altoona |
| 9:00am | Announcements and Agenda Preview | Dr. David Magolis |
| 9:15-10:15am | <i>"Show Prep"</i> | Jojo and Leapin' Lily |
| 10:30-11:45am | RAB Training Module #17: <i>"Goal Setting & Time Management"</i> | Scott Cohagan General Manager WFGE, WBUS, WMAJ, WQWK AM, WRSC-AM Forever Media State College |
| 11:50-12:50pm | Lunch | |
| 1:00-2:15pm | <i>"Student to Superstar"</i> | Rob Roberts Program Director WRQX Mix 107.3 Vice President, Hot AC Cumulus Media Washington DC |
| 2:30-3:45pm | RAB <i>Radio Marketing Professional Certification Exam</i> | |
| 4:00-5:00pm | Social Hour at <i>West End Ale Haus</i> with Industry Professionals | |
| 5:00pm | Dinner | |



Saturday

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|---------------|---|---|
| 8:45am | Announcements and Agenda Preview | Dr. David Magolis |
| 9:00-10:15am | <i>"Music Scheduling – How and Why"</i> | Mike "OD" O'Donnell Operations Manager Entercom Communications Wilkes-Barre/Scranton |
| 10:30-11:45am | <i>"Doing It Live & Voice Tracking"</i> | Dave DiRienzo Air Talent/Music Director Max 102 FM/ WMQX Entercom Radio Wilkes-Barre |
| 11:50-12:50pm | Lunch | |
| 1:00-2:15pm | <i>"How to Get a Good Job"</i> | Jon Zellner Executive VP/Programming Operations iHeartMedia New York, NY |
| 2:30-3:15pm | Air Check Sessions Master Class | |



Monday

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|---------------|---|--|
| 5:00-9:00am | <i>RJ Harris in the Morning live from the campus of Bloomsburg University</i> | RJ Harris Host WHP 580 News iHeartMedia Harrisburg Holly Love Morning Show Host iHeartMedia Harrisburg |
| 9:00am | Announcements and Agenda Preview | Dr. David Magolis |
| 9:10-10:15am | <i>"How to Do A Great Talk Radio Show"</i> | RJ Harris |
| 10:30-11:45am | <i>"Today's News Radio...Put it Together and Deliver It"</i> | Pat Farnack Midday Anchor WCBS Entercom Radio |
| 11:50-12:50pm | Lunch | |
| 1:00-2:15pm | <i>"Basics of Doing a Great Music Radio Show"</i> | Mike Stevens Corporate Program Director Forever Media, Inc. Johnstown, PA |
| 2:30-3:45pm | <i>"On-Air Delivery, Inflection, Pacing, Communicating"</i> | Shelly Easton Vice President of Music Programming Entercom Philadelphia |
| 4:00-4:45pm | Air Check Sessions Master Class | |
| 5:00pm | Dinner | |
| 6:00-7:00pm | Social Hour at <i>West End Ale Haus</i> with Industry Professionals | |



Tuesday

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|---------------|---|---|
| 8:45am | Announcements and Agenda Preview | Dr. David Magolis |
| 9:00-10:15am | <i>"Writing for Radio"</i> | Rob Frazier Creative Director Seven Mountains Media Frankfort |
| 10:30-11:45am | <i>"Basics of Great Voice Work and Production"</i> | Pat Garrett Radio Imaging Specialist Pat Garrett Creative Baltimore |
| 11:50-12:50pm | Lunch | |
| 1:00-2:15pm | <i>"On-Air: Developing Your Voice, Your Style... You"</i> | Doc Medek <i>"The Doc Show with Jessie"</i> Froggy 101 Entercom Communications Wilkes Barre/Scranton Sean Medek On-Air Talent, 98.5KRZ Production Assistant, Froggy 101, MAX 102, WILK News Radio Entercom Communications Wilkes-Barre/Scranton |
| 2:30-3:45pm | <i>"Adjusting from College to the Pros"</i> | Matthew Bortner WQWK ESPN Radio 1450 Forever Media State College Gabby Loielo Air Personality/Imaging Director 99.9 WFRE FM iHeartMedia Fredrick, MD Fernando Santos Production Assistant Cumulus Media Allentown |
| 4:00-4:45pm | Air Check Sessions Master Class | |
| 5:00-6:00pm | Dinner | |
| 6:00-7:00pm | Social Hour at <i>West End Ale Haus</i> with Industry Professionals | |



Wednesday

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|---------------|---|--|
| 8:45am | Announcements and Agenda Preview | Dr. David Magolis |
| 9:00-10:15am | <i>"What the Program Director Looks for in You"</i> | Jeff Hurley Regional Senior VP Programming iHeartMedia Harrisburg, Allentown, Lancaster, Reading, Williamsport, Wilmington, Salisbury-Ocean City |
| 10:30-11:45am | <i>"What You Have to Know to be the Program Director"</i> | Brian Check Senior Vice President Programming WDAS AM/FM, WIOQ, WISX, WRFM, WUSL iHeartMedia Philadelphia |
| 11:50-12:50pm | Lunch | |
| 1:00-2:15pm | <i>"Getting in, Becoming an Entrepreneur"</i> | Kerby Confer Partner Forever Media Fort Mill, SC |
| 2:30-3:00pm | Closing Comments | Joe Conti President Pennsylvania Association of Broadcasters Hummelstown |