



Monday

1:30pm	Opening Comments	Phyllis Kloda Dean College of Fine and Applied Arts Appalachian State University Dr. Janice Pope Chair and Professor Department of Communication Appalachian State University Dan Vallie Director, Kellar Radio Talent Institute Appalachian State University President, National Radio Talent System Founder, Vallie•Richards•Donovan
2:00-3:15pm	<i>“Now is the Time to Start Thinking” Like a Pro”</i>	Chris Lytle Instant Sales Training Chattanooga, TN
3:30-4:45pm	<i>“The Digital Program Director”</i>	Rob Whiteside Senior Regional Digital Director iHeartMedia Raleigh
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”**



Tuesday

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	RAB Training Module: #2 – <i>“Prospecting - Finding and Evaluating Prospects”</i>	Brian Grube Director of Sales Capitol Broadcasting Raleigh
10:30-11:45am	RAB Training Modules: #3 – <i>“Getting the Appointment”</i> #4 – <i>“How to Conduct a Great Client Needs Analysis”</i>	Richard Harlow Sales Manager Dick Broadcasting Company Greensboro/Winston-Salem
11:50-12:50pm	Lunch	
1:00-2:15pm	RAB Training Modules: #5 – <i>“The Components of a Great Proposal”</i> #6 – <i>“Features and Benefits”</i>	Jo Sanderlin Account Manager Dick Broadcasting Company Greensboro/Winston-Salem
2:30-3:45pm	RAB Training Module: #7 – <i>“Understanding Competitive Media”</i>	Jim Coleman General Sales Manager Radio One Raleigh
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 Power of Creative”**



Wednesday

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 & Gen. Manager Performance Racing Network Gerry Horn Senior Vice President Sales Performance Racing Network Kent Bernhardt Production Director Performance Racing Network Alexis Erickson Marketing & Comm. Manager Performance Racing Network
10:30-11:15am	Around the track at 100 mph	
11:30-12:30pm	Lunch	
12:45pm	Depart Speedway for Panther Stadium	
1:15-2:15pm	<i>"Carolina Panthers Football & Sports Broadcasting"</i>	Mick Mixon Play-by-Play Announcer NFL Carolina Panthers
2:15-2:45pm	Tour Stadium & Broadcast Facilities	
3:00pm	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*



Thursday

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	RAB Training Modules: #12 – <i>“Addressing Objections and Closing”</i> #13 – <i>“Buyer Styles”</i>	Pam Patton Marketing Consultant Beasley Broadcast Group Fayetteville
10:30-11:45am	<i>“Radio Video”</i>	Alexis Zarycki Digital Program Director Beasley Media Charlotte Mark Borja Videographer Beasley Media Charlotte
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>“Engineering: RF & IT”</i>	Brad Humphries Market Dir. of Engineering Beasley Media Charlotte Nick Pinto VP, Information Technology Beasley Media Charlotte
2:30-3:45pm	<i>“Student to Superstar”</i> Bill Schoening, SVP/Market Manager Jack Daniel, WSOC PD & WKQC On-Air Talent Beth Nifong, General Sales Manager Cameron Moore, WNKS Music Dir./On-Air Talent/WSOC Music Director Leslie Baylor Promotions Director, WPEG/WBAV John “JT” Tillman, Imaging & Production Director Alexis Zarycki, Digital Program Director John Reynolds, Operations Manager	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”***



Friday

6:00-9:00am	<i>"The Ace & TJ Show"</i> – Broadcast Live from the George G. Beasley Media Complex	Ace & TJ w/ Riggins & Sass Channel 96.1 iHeartMedia Charlotte Radio Button Network
9:00am	Announcements and Agenda Preview	Dan Vallie
9:15-10:15am	<i>"Show Prep"</i>	<i>The Ace & TJ Show</i>
10:30-11:45am	RAB Training Module #17: <i>"Goal Setting and Time Management"</i>	Tim Huston Political, Sports, Experiences and Events WBT AM/FM, WFNZ, WLNK Entercom Charlotte
11:50-12:50pm	Lunch	
1:00-2:00pm	<i>"Music Scheduling – How and Why"</i>	John Reynolds Operations Manager Beasley Media Charlotte
2:30pm	RAB <i>Radio Marketing Professional Certification</i> Exam	
4:00-5:00pm	Social Hour at Café Portofino with Industry Professionals	



Saturday

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	<i>"Marketing & Promotions – Doing It Right"</i>	Bradlee Mikeska Promotions Director 102.9 The Lake & Channel 96-1 IHeartMedia Charlotte
10:30-11:45am	<i>"Podcasting"</i>	Sheri Lynch <i>Bob and Sheri Show</i> 107.9 The Link Entercom Charlotte
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	



Monday

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 News/Talk Radio Entercom Charlotte
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"On-Air Delivery, Inflection, Pacing, Communicating"</i>	Rozak Production & On-Air Talent 1065 The End iHeartMedia Charlotte
2:30-3:45pm	<i>"Basics of Doing a Great Music Radio Show"</i>	AJ Regional SVP, Programming Virginia-Carolina Program Director, Hits 96.1, 102.9 The Lake, MY 102.5 iHeartMedia Markets Group
4:00-5:00pm	Air Check Sessions	
5:00-6:00pm	Social Hour at Café Portofino with Industry Professionals	



Tuesday

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	<i>"Radio's Digital Content Creation"</i>	Clay Walker Program Director 93.1 The Wolf/WPAW Director of Digital Integration Entercom, Greensboro
10:30-11:45am	<i>"Basics of Great Voice Work and Production"</i>	John Causby COO/Voice Over Talent The Groundcrew Recording Studios, Charlotte
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Adjusting from College to the Pros"</i>	Josh Batson Producer/Audio Media Services Billy Graham Evangelistic Association Charlotte Kristen Kokkelenberg Digital Assets Manager MIX 101.5 and That Station Afternoon Co-Host, MIX Capitol Broadcasting Raleigh Christian Morgan Assistant Music Director Greensboro Cluster Asst. Program Dir., Rock 92 Host, Rock 92 & WKZL Dick Broadcasting Company Greensboro
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	



Wednesday

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
10:30-11:45am	<i>"What You Have to Know to Be the Program Director"</i>	Jeff Anderson Operations Manager 92.7 The Block, 105.3 RNB & Praise 100.9 Radio One Charlotte
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Getting In – Becoming an Entrepreneur"</i>	Kerby Confer Forever Media Fort Mill, SC
2:30-3:00pm	Closing Comments	Aimee Abel Institutes Director National Radio Talent System Charlotte