



Kellar Radio Talent Institute

APPALACHIAN STATE UNIVERSITY

Monday, June 1, 2015

1:30pm	Opening Comments	Dr. Sheri N. Everts Chancellor Appalachian State University Dr. Glenda Treadaway Dean, College of Fine and Applied Arts Appalachian State University Dr. Jean DeHart Chair Department of Communication Appalachian State University Bruce Simel Vice President/Market Manager Beasley Media Group New Bern/Greenville/ Jacksonville Dan Vallie Director, Kellar Radio Talent Institute, ASU Pres., Nat'l Radio Talent System Founder, Vallie•Richards•Donovan Consulting, Inc., Boone
2:00–3:15pm	<i>“Getting In...Becoming an Entrepreneur”</i>	Allen Shaw Owner/CEO Centennial Broadcasting Winston-Salem
3:30-4:45pm	<i>“Radio in the Digital Landscape”</i>	Jonathan Mauney Director of Interactive Media Greater Media, Charlotte
5:00pm	Dinner	
6:00-7:00pm	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 2, 2015

8:45am	Announcements and Agenda Preview	Dan Vallie
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>	Larry Weiss Market Manager Dignity Media, LLC WERO/WRNS/WQSL/ WQZL/WXQR Greenville/New Bern/ Jacksonville
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>	Tricia Gallenbeck Director of Sales Beasley Media Group WKML/WZFX/WUKS/ WAZZ/WTEL/WFLB Fayetteville
2:30-3:45pm	RAB Training Modules: #7 – <i>"Understanding Competitive Media"</i> #8 – <i>"Why Radio"</i>	Gary Weiss VP/General Manager Radio One K97.5/Foxy 107-104/ The Light 103.9 Raleigh/Durham
5:00-6:00pm	Dinner	
6:00-7:00pm	Social Hour at Café Portofino with Industry Professionals	

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





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Wednesday, June 3, 2015

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

6:30am	Board Bus at ASU for Charlotte, NC	
8:45am	Arrive at Charlotte Motor Speedway	
9:00-10:30am	<i>"The Fundamentals of Announcing NASCAR"</i>	Doug Rice President Performance Racing Network Gerry Horn Vice President/Sales, PRN Alecia Lingerfeldt Dir. of Broadcasting, PRN Kent Bernhardt Production Director, PRN Alexis Perkins Digital Media Coordinator PRN
10:45-11:30am	Around the track at 100 mph	
11:45am	Lunch	
1:00pm	Depart Speedway for Panther Stadium	
1:30-2:15pm	<i>"Carolina Panthers Football & Sports Broadcasting"</i>	David Langton Executive Producer Carolina Panthers
2:30pm	Tour Stadium & Broadcast Facilities	
3:00pm	Depart Panthers Stadium / 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 4, 2015

8:45am	Announcements and Agenda Preview	Dan Vallie
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 Account Executive Beasley Media Group 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 and Promotions...Doing it Right”</i>	Tony ‘Horse’ Raney Promotions Director 102 Jamz Entercom Radio Greensboro/Winston-Salem
2:30-3:45pm	<i>“The Digital Program Director”</i>	Jeffrey Clayton Digital Content Coordinator 102.7 Jack FM, DC101, BIG 100.3 iHeart Media Washington, DC
5:00-6:00pm	Dinner	
6:00-7:00pm	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 Sources”***





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Friday, June 5, 2015

6:00-9:00am	<i>"Two Guys Named Chris" Live Morning Show</i>	Chris Kelly, Chris Demm, Lauren McCombs, Biggie, Dave Aiken Rock92 Morning Show Dick Broadcasting Co. Greensboro/Winston-Salem
9:00am	Announcements and Agenda Preview	Dan Vallie
9:10-10:15am	<i>"Show Prep"</i>	<i>"Two Guys Named Chris"</i>
10:30-11:45am	RAB Training Module #17 – <i>"Goal Setting and Time Management"</i>	Mac 'Edwards' McTindal VP/Market Manager Beasley Media Group WKML/WZFX/WFLB/ WUKS/WAZZ/WTEL Fayetteville
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Student to Superstar"</i>	Bill Schoening SVP/Market Manager Beasley Media Group Charlotte Billy Grooms VP/Director of Sales Amanda Knepp Dir. Of Integrated Marketing Jenna Land Digital Sales Mgr., KISS FM John Reynolds OM/PD, KISS & K104.7 Jacque Freeman Sales Mgr., Power 98 and V101.9
2:30pm	RAB Radio Marketing Professional Certification Exam	
4:00-5:00pm	Social Hour at Café Portofino with Industry Professionals	
5:00-6:00pm	Dinner	





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Saturday, June 6, 2015

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	<i>"Music Scheduling – How and Why"</i>	John Reynolds Program Director KISS FM & K104.7 Beasley Media Group Charlotte
10:30-11:45am	<i>"Branding a Radio Station...and Website"</i>	Keith Isley Radio-One Raleigh/Durham
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"How to Get a Good Job"</i>	Don Anthony Publisher, <i>Morning Mouth Magazine & Jockline Daily</i> Founder, Morning Show Boot Camp & Talk Radio Boot Camp Atlanta
2:30-3:30pm	Air Check Sessions	
4:00-5:00pm	Social Hour at Café Portofino with Industry Professionals	
5:00-6:00pm	Dinner	





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Monday, June 8, 2015

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 Greater Media Charlotte
10:30-11:45am	<i>"Today's News Radio: Put It Together and Deliver It"</i>	Brian Freeman Director of Spoken Word Programming and News Host, North Carolina's Morning News Curtis Media Group Raleigh
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Basics of Doing a Great Music Radio Show"</i>	Rozak On-Air Talent 1065 The End iHeart Media Charlotte
2:30-3:45pm	<i>"On-Air Delivery, Inflection, Pacing, Communicating"</i>	Rozak
4:00-5:00pm	Air Check Sessions	
5:00-6:00pm	Dinner	
6:00-7:00pm	Social Hour at Café Portofino with Industry Professionals	





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Tuesday, June 9, 2015

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	<i>"Writing for Radio"</i>	Arroe Collins Production Director iHeart Media, 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>	Joel Gillie Operations Director & Content Manager Curtis Media/WZKT, WGBR, WELS-AM, WFMC Goldsboro, NC Bryce Johnson President and Founder <i>"UNPACKIN' IT"</i> , Charlotte Amelia Bryan Promotions & Interactive Media Coordinator News Talk 1110 WBT -107.9 The Link/ WLNK Greater Media, Charlotte
2:30-3:45pm	<i>"What You Have to Know to be the Program Director"</i>	Jason Goodman Program Director WKZL & WKRR/Rock 92 Dick Broadcasting Co. Greensboro Dave Aiken Asst. PD/Music Director WKRR/Rock 92 Dick Broadcasting Co. Greensboro
4:00-5:00pm	Air Check Sessions	
5:00-6:00pm	Dinner	
6:00-7:00pm	Social Hour at Café Portofino with Industry Professionals	





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Wednesday, June 10, 2015

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	<i>"What Does the PD Look for in You?"</i>	Chris Edge Senior VP, Programming G105, 100.7 WRDU, 106.1 WTKK, B93.9 iHeart Media, Raleigh
10:30-11:45am	<i>"On-Air: Developing Your Voice, Your Style...You"</i>	Gene and Julie Gates <i>"The Gene & Julie Show"</i> Mix 101.5 Capitol Broadcasting Raleigh
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Now is the Time to Start Thinking like a Pro"</i>	Trip Savery Executive Vice President Curtis Media Group Raleigh
2:20-2:30pm	Closing Comments	Dan Vallie

