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 “Getting In…Becoming an Entrepreneur”
Allen Shaw
Owner/CEO
Centennial Broadcasting
Winston-Salem

3:30-4:45pm “Radio in the Digital Landscape“
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”
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker</th>
<th>Organization</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:45am</td>
<td>Announcements and Agenda Preview</td>
<td>Dan Vallie</td>
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<tr>
<td>9:00-10:15am</td>
<td>RAB Training Module: #2: “Prospecting - Finding and Evaluating Prospects”</td>
<td>Tammy O’Dell</td>
<td>Curtis Media Group</td>
<td>Raleigh/Durham/Chapel Hill</td>
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<tr>
<td>10:30-11:45am</td>
<td>RAB Training Modules: #3 – “Getting First Call Appointments”</td>
<td>Larry Weiss</td>
<td>Digit Media, LLC</td>
<td>Greenville/New Bern/Jacksonville</td>
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<td>#4 – “How to Conduct a Great Client Needs Analysis”</td>
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<td>WERO/WRNS/WQSL/WQZL/WXQR</td>
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<td>11:50-12:50pm</td>
<td>Lunch</td>
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<td>1:00-2:15pm</td>
<td>RAB Training Modules: #5 – “Elements of a Good Written Proposal”</td>
<td>Tricia Gallenbeck</td>
<td>Beasley Media Group</td>
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<td>#6 – “The Difference between Features and Benefits”</td>
<td></td>
<td>WKML/WZFX/WUKS/WAZZ/WTEL/WFLB</td>
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<tr>
<td>2:30-3:45pm</td>
<td>RAB Training Modules: #7 – “Understanding Competitive Media”</td>
<td>Gary Weiss</td>
<td>Radio One</td>
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<td>#8 – “Why Radio”</td>
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<td>K97.5/Foxy 107-104/The Light 103.9</td>
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<td>5:00-6:00pm</td>
<td>Dinner</td>
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<tr>
<td>6:00-7:00pm</td>
<td>Social Hour at Café Portofino with Industry Professionals</td>
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*Evening Assignment: RAB Module #9 – “Scheduling for Success” and #10 – “The Role of Creative”*
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  “The Fundamentals of Announcing NASCAR”

10:45-11:30am  Around the track at 100 mph
11:45am  Lunch
1:00pm  Depart Speedway for Panther Stadium
1:30-2:15pm  “Carolina Panthers Football & Sports Broadcasting”
2:30pm  Tour Stadium & Broadcast Facilities
3:00pm  Depart Panthers Stadium / Return to Boone at the Speed Limit

*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, June 4, 2015

8:45am  Announcements and Agenda Preview  Dan Vallie

9:00-10:15am  RAB Training Modules:
#12 – “Addressing Objections and Closing”  Pam Patton
#13 – “More Sales through Buyer Style Identification”  Beasley Media Group

10:30-11:45am  “Broadcast Regulations…Today and Tomorrow”  Stephen Hartzell

11:50-12:50pm  Lunch

1:00-2:15pm  “Marketing and Promotions…Doing it Right”  Tony ‘Horse’ Raney

2:30-3:45pm  “The Digital Program Director”  Jeffrey Clayton

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”
Friday, June 5, 2015

6:00-9:00am  
“Two Guys Named Chris” Live Morning Show  
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  
“Show Prep”  
“Two Guys Named Chris”

10:30-11:45am  
RAB Training Module #17 – “Goal Setting and Time Management”  
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  
“Student to Superstar”  
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
### Saturday, June 6, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>8:45am</td>
<td>Announcements and Agenda Preview</td>
<td>Dan Vallie</td>
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<tr>
<td>9:00-10:15am</td>
<td>“Music Scheduling – How and Why”</td>
<td>John Reynolds</td>
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<td>Program Director</td>
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<td>KISS FM &amp; K104.7</td>
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<td>Beasley Media Group</td>
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<td>Charlotte</td>
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<td>10:30-11:45am</td>
<td>“Branding a Radio Station…and Website”</td>
<td>Keith Isley</td>
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<td>Radio-One</td>
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<td>Raleigh/Durham</td>
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<tr>
<td>11:50-12:50pm</td>
<td>Lunch</td>
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<tr>
<td>1:00-2:15pm</td>
<td>“How to Get a Good Job”</td>
<td>Don Anthony</td>
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<td>Publisher, Morning Mouth Magazine &amp; Jockline Daily</td>
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<td>Founder, Morning Show Boot Camp &amp; Talk Radio Boot Camp Atlanta</td>
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<tr>
<td>2:30-3:30pm</td>
<td>Air Check Sessions</td>
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<tr>
<td>4:00-5:00pm</td>
<td>Social Hour at Café Portofino with Industry Professionals</td>
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<tr>
<td>5:00-6:00pm</td>
<td>Dinner</td>
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Monday, June 8, 2015

8:45am  Announcements and Agenda Preview  Dan Vallie

9:00-10:15am  “How to Do a Great Talk Radio Show”  John Hancock
Talk Show Host
WBT
Greater Media
Charlotte

10:30-11:45am  “Today’s News Radio: Put It Together and Deliver It”  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  “Basics of Doing a Great Music Radio Show”  Rozak
On-Air Talent
1065 The End
iHeart Media
Charlotte

2:30-3:45pm  “On-Air Delivery, Inflection, Pacing, Communicating”  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
Tuesday, June 9, 2015

8:45am  Announcements and Agenda Preview  Dan Vallie

9:00-10:15am  “Writing for Radio”  Arroe Collins
Production Director
iHeart Media, Charlotte

10:30-11:45am  “Basics of Great Voice Work and Production”  John Causby
Voice Actor
COO, Groundcrew Studios
Charlotte

11:50-12:50pm  Lunch  Joel Gillie

1:00-2:15pm  “Adjusting From College to the Pros”  Bryce Johnson
President and Founder
“UNPACKIN’ IT”, Charlotte

2:30-3:45pm  “What You Have to Know to be the Program Director”  Amelia Bryan
Promotions & Interactive Media Coordinator
News Talk 1110 WBT - 107.9
The Link/ WLNK
Greater Media, Charlotte

4:00-5:00pm  Air Check Sessions  Jason Goodman
Program Director
WKZL & WKRR/Rock 92
Dick Broadcasting Co.
Greensboro

5:00-6:00pm  Dinner  Dave Aiken
Asst. PD/Music Director
WKRR/Rock 92
Dick Broadcasting Co.
Greensboro

6:00-7:00pm  Social Hour at Café Portofino with Industry Professionals
### Wednesday, June 10, 2015

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