Monday, July 8, 2013

1:30pm  Opening Comments
Dr. Kenneth E. Peacock
Chancellor
Appalachian State University

Dr. Glenda Treadaway
Dean, College of Fine & Applied Arts
Appalachian State University

Dr. Janice Pope
Chair, Dept. of Communications
Appalachian State University

Dick Harlow
President
NC Association of Broadcasters

Dan Vallie
Director, Kellar Radio Talent Institute, ASU
Founder, Vallie•Richards•Donovan Consulting, Inc.

2:00pm–3:20pm  “Adjusting from College to the Pros”
Greg Abee
Air Talent, 93.3 The Planet
Entercom Radio
Greenville-Spartanburg, SC

Courtney Armstrong
Promotions Manager
KISS 95.1 & K104.7, CBS Radio
Charlotte, NC

Brandon Dickson
Anchor/Reporter/Producer
680 WPTF/Curtis Media &
North Carolina News Network
Raleigh, NC
### Monday, July 8, 2013 (continued)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker/Details</th>
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</table>
| 3:30pm-4:50pm | “Interactive Media”  | Jonathan Mauney  
Director of Interactive Media  
Greater Media  
Charlotte, NC |
| 5:00pm     | Dinner                                     |                                          |
| 6:00pm-7:00pm | Social Hour (optional) at Café Portofino | with Industry Professionals               |

“Evening Assignment: RAB Training Module #1 – “The Role of a Radio Marketing Consultant””
Tuesday, July 9, 2013

8:45am  Announcements and Agenda Preview  Dan Vallie

9:00am-10:20am  RAB Training Module:
#2 - “Prospecting, Finding and Evaluating Prospects”  Mike Hartel
Vice President/General Manager
Radio 96.1, Curtis Media
Raleigh, NC

10:30am-11:50am  RAB Training Modules:
#3 – “Getting Appointments”
#4 – “CNA”  Mike Hartel

11:00am-12:50pm  Lunch

1:00pm-2:20pm  RAB Training Modules:
#5 – “Elements of a Good Written Proposal”  Chris D’Emilio
Account Executive
WSB-FM, Cox Media
Atlanta, GA
#6 – “Features Benefits”

2:30pm-3:50pm  RAB Training Modules:
#7 – “Competitive”  Chris D’Emilio
#8 – “Radio”

5:00pm-6:00pm  Dinner

6:00pm-7:00pm  Social Hour (optional) at Café Portofino  with Industry Professionals

*Evening Assignment:  RAB Module #9 – “Scheduling” and #10 – “Creative”
**Wednesday, July 10, 2013**

**We’re Going Racin’, Tossin’ the Football and Hoopin’ it Up!**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker/Announcer</th>
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<tbody>
<tr>
<td>7:00am</td>
<td>Board Bus to Charlotte, NC</td>
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<tr>
<td>9:15am</td>
<td>Arrive at Charlotte Motor Speedway</td>
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<tr>
<td>9:30am-10:50am</td>
<td>“The Fundamentals of Announcing NASCAR”</td>
<td>Doug Rice, President&lt;br&gt;Performance Racing Network&lt;br&gt;Charlotte, NC&lt;br&gt;Gerry Horn&lt;br&gt;Vice President/Sales, PRN&lt;br&gt;Alecia Lingerfeldt&lt;br&gt;Director of Broadcasting, PRN&lt;br&gt;Kent Bernhardt&lt;br&gt;Production Director, PRN</td>
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<tr>
<td>11:00am-11:45am</td>
<td>Around the track at 100 mph</td>
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<tr>
<td>Noon</td>
<td>Lunch</td>
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<tr>
<td>1:00pm</td>
<td>Depart Charlotte Motor Speedway</td>
<td></td>
</tr>
<tr>
<td>1:30pm</td>
<td>Arrive at Carolina Panthers Stadium</td>
<td></td>
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<tr>
<td>1:40pm-3:00pm</td>
<td>“Sports Play-by-Play and Sports Broadcasting”</td>
<td>Mick Mixon&lt;br&gt;Play-by-Play Announcer&lt;br&gt;NFL Carolina Panthers&lt;br&gt;Charlotte, NC</td>
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<tr>
<td>3:00pm-3:30pm</td>
<td>Tour Stadium and Broadcast Facilities</td>
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<tr>
<td>3:45pm</td>
<td>Depart Carolina Panthers Stadium</td>
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<tr>
<td>4:15pm</td>
<td>Arrive at Charlotte Time Warner Arena</td>
<td></td>
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<tr>
<td>4:30pm-5:50pm</td>
<td>“Hoopin’ it Up: Broadcasting Bobcats Basketball”</td>
<td>Scott Lauer&lt;br&gt;Play by Play Announcer&lt;br&gt;NBA Charlotte Bobcats&lt;br&gt;Charlotte, NC</td>
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<tr>
<td>6:00pm</td>
<td>Return to Boone at the Speed Limit</td>
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*Evening Assignment: RAB Training Modules: #11 – “Presentations” and #14 – “RAB”

**NOTE:** Modules #12 and #13 will be done during tomorrow’s Session.
Thursday, July 11, 2013

8:45am  Announcements and Agenda Preview  Dan Vallie

9:00am-10:20am  RAB Training Modules:
  #12 – “Addressing Objections”  Pam Patton
  #13 – “More Sales through Buyer Style”  Beasley Broadcast Group
                                      Fayetteville, NC

10:30am-11:50am  “Broadcast Regulations…Today and Tomorrow”  Wade Hargrove
                                      Partner  Brooks Pierce Law
                                      Raleigh, NC

11:50am-12:50pm  Lunch  

1:00pm-2:20pm  “Marketing and Promotions-Doing it Right”  Keaira Huffman
                                      Promotions Manager  Entercom Radio
                                      Greenville-Spartanburg, SC

2:30pm-3:50pm  “The Digital Program Director”  Patrick Sills
                                      Digital Program Director  Clear Channel
                                      Charlotte, NC

5:00pm-6:00pm  Dinner  

6:00pm-7:00pm  Social Hour (optional) at Café Portofino  with Industry Professionals

*Evening Assignment:  RAB Training Modules:
#15 – “The Fundamentals of Co-op Advertising” and #16 – “NTR”
Friday, July 12, 2013

6:00am-9:00am “Two Guys Named Chris” Live Morning Show
Chris Kelly, Chris Demm, Deidre and Biggie
Rock 92 Morning Show Team
Dick Broadcasting
Greensboro/Winston-Salem, NC

9:00am Announcements and Agenda Preview
Dan Vallie

9:10am-10:20am “Show Prep”
Chris Kelly, Chris Demm, Deidre and Biggie

10:30am-11:50am RAB Training Module: #17 – “Goals”
Trip Savery
Vice President/Station Manager & Director of Sales, Greater Media Charlotte, NC

11:50am-12:50pm Lunch

1:00pm-2:20pm “Student to Superstar”
Trip Savery

2:30pm RAB Radio Marketing Professional Certification Exam

4:00pm-5:00pm Social Hour (optional) at Café Portofino with Industry Professionals

North Carolina Association of Broadcasters
**Anouncements and Agenda Preview**

Dan Vallie

9:00am-10:20am

**“Music Scheduling – How and Why”**

John Reynolds
Operations Manager
KISS 95.1 FM & K104.7
CBS Radio
Charlotte, NC

10:30am-11:50am

**“Branding a Radio Station…and Website”**

John Reynolds

11:50am-12:50pm

Lunch

1:00pm-2:20pm

**“How to Get a Good Job”**

Don Anthony
Publisher, Morning Mouth Magazine and Jockline,
Morning Show Boot Camp,
Talk Radio Boot Camp
Atlanta, GA

2:30pm-3:30pm

Air Check Sessions

4:00pm-5:00pm

Social Hour (optional) at Café Portofino with Industry Professionals
Monday, July 15, 2013

8:45am  Announcements and Agenda Preview  Dan Vallie

9:00am-10:20am  “How to Do a Great Talk Radio Show”  John Hancock
Talk Show Host
WBT
Greater Media
Charlotte, NC

10:30am-11:50am  “Today’s News Radio: Put It Together and Deliver It”  Jason Furst
Program Director
WBT
Greater Media
Charlotte, NC

11:50am-12:50pm  Lunch

1:00pm-2:20pm  “Basics of Doing a Great Music Radio Show”  DZL
On-Air Talent
106.5 The End/WEND-FM
Clear Channel
Charlotte, NC

2:30pm-3:50pm  “On-Air Delivery, Inflection, Pacing Communicating”  Jack Daniel
Program Director and
On-Air Talent
106.5 The End/WEND-FM
Clear Channel
Charlotte, NC

4:00pm-5:00pm  Air Check Sessions

5:00pm-6:00pm  Dinner

6:00pm-7:00pm  Social Hour (optional) at Café Portofino  with Industry Professionals
Tuesday, July 16, 2013

8:45am  Announcements and Agenda Preview  Dan Vallie

9:00am-10:20am  “Writing for Radio”  Arroe Collins  Production Director  Clear Channel Radio  Charlotte, NC

10:30am-11:50am  “Basics of Great Voice Work and Production”  Arroe Collins

11:50am-12:50pm  Lunch

1:00pm-2:20pm  “What Do You Have to Know to be the Program Director”  Bruce Wheeler  Vice President/General Manager  WKZL & WKRR-FM (Rock92)  Greensboro/Winston-Salem, NC

   Jason Goodman  Program Director  WKZL & WKRR-FM (Rock92)  Greensboro/Winston-Salem, NC

   Dave Aiken  Asst. PD & Music Director  WKZL & WKRR-FM (Rock92)  Greensboro/Winston-Salem, NC

2:30pm-3:50pm  “On-Air: Developing Your Voice, Your Style…You”  Ace & TJ  “The Ace & TJ Show”  Channel 96.1  Clear Channel  Charlotte, NC

4:00pm-5:00pm  Air Check Sessions

5:00pm-6:00pm  Dinner

6:00pm-7:00pm  Social hour (optional) at Café Portofino  with Industry Professionals

North Carolina Association of Broadcasters
### Wednesday, July 17, 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:45am</td>
<td>Announcements and Agenda Preview</td>
<td>Dan Vallie</td>
</tr>
<tr>
<td>9:00am-10:20am</td>
<td>“What Does the PD Look for in You?”</td>
<td>Jay Nachlis: Program Director/Air Talent Radio 96.1/WBBB Curtis Media Raleigh, NC</td>
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<tr>
<td>10:30am-11:50am</td>
<td>“Getting In, Becoming an Entrepreneur”</td>
<td>Stu Epperson: Chairman of the Board Salem Communications Santa Rosa, CA</td>
</tr>
<tr>
<td>11:50am-12:50pm</td>
<td>Lunch</td>
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<tr>
<td>1:00pm-2:20pm</td>
<td>“Now is the Time to Start Thinking Like A Pro”</td>
<td>Dan Mason: President, CBS Radio New York, NY</td>
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<td>(…with an introduction by George Beasley, CEO, Beasley Broadcast Group, Naples, FL)</td>
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<tr>
<td>2:20pm-2:30pm</td>
<td>Closing Comments</td>
<td>Dan Vallie</td>
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<tr>
<td>3:30pm-5:00pm</td>
<td>Reception in honor of Kellar Radio Talent Institute students at the Chancellor’s Residence</td>
<td>Hosted by Chancellor and Mrs. Peacock</td>
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