

Schedule of Events



Kellar Radio Talent Institute | July 11-20, 2011 Plemmons Student Union | Price Lake Room

Monday, July 11

1:45 pm	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, Department of Communication Appalachian State University Dan "Vallie" Hill, Director, Kellar Radio Talent Institute Appalachian State University Founder, Vallie Richards Donovan Consulting
2:00-3:20 pm	Adjusting from College to the Pros	Dave Goren, Executive Director, National Sportscasters & Sportswriters Assoc. & Hall of Fame Salisbury, NC
3:30- 4:50 pm	Interactive Media	Jonathan Mauney, Director of Interactive Media, Greater Media Radio Charlotte, NC
5:00- 6:00 pm	Dinner	
6:00- 7:00 pm	Social Hour (optional) at Cafe Portofino with Industry Professionals	

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

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Tuesday, July 12

8:45 am	Announcements and Agenda Preview	Dan "Vallie" Hill
9:00-10:20 am	Introduction to RAB and RAB Training Module #2 "Prospecting, Finding, & Evaluating Prospects"	Kent Pike, Local Sales Manager, CBS Radio, WSOC, WFNZ, WNKS, WPEG, WBAV, & WKQC Charlotte, NC
10:30- 11:50 pm	RAB Training Module #3 "Getting Appointments" Module #4 "CNA"	Kent Pike
11:50-12:50 pm	Lunch	
1:00 -2:20 pm	RAB Training Module #5 "Elements of a Good Written Proposal" Module #6 "Features Benefits"	Kent Pike
2:30-3:50 pm	RAB Training Module #7 "Competitive" Module #8 "Radio"	Kent Pike
4:00-4:50 pm	RAB Training Module #9 "Scheduling"	Kent Pike
5:00-6:00 pm	Dinner	
6:00-7:00 pm	Social Hour (optional) at Cafe Portofino with Industry Professionals	

***Evening Assignment: RAB Training Module #10 "Creative"**



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Wednesday, July 13

We're going racin', tossin' the football & hoop'n it up!

7:00 am	Board bus to Charlotte, NC	
9:15 am	Arrive at Speedway	
9:30-10:50 am	The Fundamentals of Announcing NASCAR	Doug Rice, President & General Manager, Performance Racing Network Charlotte, NC
11:00-11:45 am	Around the track at 100 mph!	
Noon	Lunch	
1:00 pm	Depart Speedway	
1:30 pm	Arrive at Carolina Panthers Stadium	
1:40- 3:00 pm	Sports Play-by-Play and Sports Broadcasting	Mick Mixon, Play-by-Play Announcer, NFL Carolina Panthers Charlotte, NC
3:00-3:30 pm	Tour stadium and broadcast facilities	
3:45 pm	Depart Stadium	
4:15 pm	Arrive at Time Warner Arena	
4:30- 5:50 pm	Hooping it up: Broadcasting Bobcats Basketball	Scott Lauer, Play-by-Play Announcer, NBA Charlotte Bobcats Charlotte, NC
		Michael Thompson, Director, Corporate Communications, NBA Charlotte Bobcats Charlotte, NC
6:00 pm	Return to Boone at the speed limit	

***Evening Assignment: RAB Training Modules #11 "Presentations" and #12 "Addressing Objection**

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Thursday, July 14

8:45 am	Announcements and Agenda Preview	Dan "Vallie" Hill
9:00-10:20 am	RAB Training Module #13 "More Sales Through Buyer Style"	Leonard Wheeler, President, Wheeler Broadcasting Roanoke, VA
10:30- 11:50 pm	RAB Training Module #14 "RAB"	Leonard Wheeler
11:50-12:50 pm	Lunch	
1:00 -2:20 pm	How to Get in and Win	Leonard Wheeler
2:30-3:50 pm	Marketing and Promotions- Doing it Right	Keaira Bray, Promotions Manager, B93.7 & Magic 98.9, Entercom Radio Greenville/Spartanburg, SC
5:00-6:00 pm	Dinner	
6:00-7:00 pm	Social Hour (optional) at Cafe Portofino with Industry Professionals	

***Evening Assignment: RAB Training Modules #15 "The Fundamentals of Co-op Advertising" and #16 "NTR"**



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Friday, July 15

6:00-9:00 am	Murphy in the Morning Live Morning Show	Jack Murphy WKZL Greensboro/Winston-Salem Dick Broadcasting, High Point, NC
9:00 am	Announcements and Agenda Preview	Dan "Vallie" Hill
9:10-10:20 am	Show Prep	Jack Murphy & The Morning Team
10:30-11:50 am	RAB Training Module #17 "Goals"	George Reed, Managing Director, Media Services Group, FL & Monticello Media, Charlottesville, VA
11:50-12:50 pm	Lunch	
1:00-2:20 pm	Student to Superstar	George Reed
2:30 pm	RAB Radio Marketing Professional Certification Exam	
4:00-4:50 pm	Social Hour (optional) at Cafe Portofino with Industry Professionals	
5:00-6:00 pm	Dinner	



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Saturday, July 16

8:45 am	Announcements and Agenda Preview	Dan "Vallie" Hill
9:00-10:20 am	Music Scheduling- How and Why	John Reynolds, Operations Manager & Program Director, Kiss 95.1 FM & K104.7, CBS Radio Charlotte, NC
10:20-11:50 am	Branding a Radio Station	John Reynolds
11:50-12:50 pm	Lunch	
1:00-2:20 pm	How to Get a Good Job	Don Anthony, Founder & President, Talentmasters Publisher, The Morning Mouth Magazine Creator & Host, Morning Show Boot Camp & Talk Show Bootcamp Atlanta, GA
2:30-3:20 pm	Air Check Sessions	
4:00-5:00 pm	Social Hour (optional) at Cafe Portofino with Industry Professionals	



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Monday, July 18

8:45 am	Announcements and Agenda Preview	Dan "Vallie" Hill
9:00-10:20 am	How to Do a Great Talk Radio Show	Matt Mittan, Talk Radio Host, "Take a Stand," WWNC/Clear Channel Asheville, NC
10:30-11:50 am	Today's News Radio: Put it Together & Deliver It	Brian Hall, Director, News/Talk Programming, Clear Channel Asheville, NC
11:50-12:50 pm	Lunch	
1:00-2:20 pm	On-Air Delivery, Inflection, Pacing, Communicating	Jack Daniel, Program Director & On-Air Talent, 106.5 WEND FM, Clear Channel Charlotte, NC
2:30-3:50 pm	Basics of Doing a Great Music Radio Show	DZL, On-Air Talent, 106.5 WEND FM, Clear Channel Charlotte, NC
4:00-5:00 pm	Air Check Sessions	
5:00-6:00 pm	Dinner	
6:00-7:00 pm	Social Hour (optional) at Cafe Portofino with Industry Professionals	



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Tuesday, July 19

8:45 am	Announcements and Agenda Preview	Dan "Vallie" Hill
9:00-10:20 am	Writing for Radio	Arroe Collins, Production Director, Clear Channel Radio Charlotte, NC
10:30-11:50 am	Basics of Great Voice Work and Production	Arroe Collins
11:50-12:50 pm	Lunch	
1:00-2:20 pm	On-Air: Developing Your Voice, Your Style... You	Chase Murphy, Program Director & On-Air Talent, WFBC & WSPA, Entercom Greenville/Spartanburg, SC
2:30-3:50 pm	Now is the Time to Start Thinking Like a Pro	Henry Hinton, President, Inner Banks Media Greenville, NC
4:00-5:00 pm	Air Check Sessions	
5:00-6:00 pm	Dinner	
6:00-7:00 pm	Social Hour (optional) at Cafe Portofino with Industry Professionals	



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Wednesday, July 20

8:45 am	Announcements and Agenda Preview	Dan "Vallie" Hill
9:00-10:20 am	What Does the PD Look for in You?	Jay Nachlis, Program Director, 96Rock WBBB, Curtis Media Raleigh, NC
10:30-11:50 am	What Do You Have to Know to Be the Program Director?	Bruce Wheeler, Vice President & General Manager, WKZL & WKRR, Dick Broadcasting Greensboro/Winston-Salem, NC Jason Goodman, Program Director, WKZL & WKRR-FM (Rock92) Greensboro/Winston-Salem, NC Dave Aiken, Assistant Program & Music Dir., WKRR-FM (Rock92) Greensboro, NC
11:50-12:50 pm	Lunch	
1:00-2:20 pm	Getting In, Becoming an Entrepreneur	Kerby Confer, Forever Broadcasting Baltimore, MD
2:30-3:00 pm	Closing Comments	Dan "Vallie" Hill

6:00-7:30 pm

***Reception in Honor of Kellar Radio Talent Institute Students
Broyhill Inn and Conference Center***



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