



Confer Radio Talent Institute

Bloomsburg University of Pennsylvania

Monday, July 9, 2018

1:00pm	Opening Comments	Dr. James Brown Dean, College of Liberal Arts Bloomsburg University of Pennsylvania
		Kerby Confer Partner Forever Media Fort Mill, SC
		Dan Vallie President/Founder National Radio Talent System Charlotte, NC
	Announcements and Agenda Preview	Dr. David Magolis Associate Professor, Mass Comm., Bloomsburg University of Pennsylvania On-Campus Director, Confer Radio Talent Institute
1:30-2:30pm	<i>"Now is the Time to Start Thinking Like a Pro"</i>	Erica Farber President/CEO Radio Advertising Bureau Los Angeles
2:45-3:45pm	<i>"Radio's Digital Content & Social Media"</i>	Derrick "DC" Cole Program Director WAEB-FM WZZO iHeartMedia Allentown
4:00-5:00pm	Social Hour at <i>West End Ale Haus</i> with Industry Professionals	
5:00pm	Dinner	

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





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Tuesday, July 10, 2018

8:45am	Announcements and Agenda	Dr. David Magolis
9:00-10:15am	RAB Training Module: #2 - <i>"Prospecting – Finding and Evaluating Prospects"</i>	Kristin Cantrell Owner/CEO CapCity Communications KY and Seven Mountains Media PA
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>	Kristin Cantrell
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>	Karen Richards Vice President of Sales Cumulus Media Harrisburg
2:30-3:45pm	RAB Training Modules: #7 – <i>"Understanding Competitive Media"</i>	Bobbi Castellucci Market Manager/General Manager Forever Media Inc. Altoona
4:00-5:00pm	Social Hour at <i>West End Ale Haus</i> with Industry Professionals	
5:00pm	Dinner	

***Evening Assignment: RAB Training Modules
#8 – *"Why Radio"*,
#9 – *"Scheduling for Success"* and
#10 – *"The Role of Creative"***





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Wednesday, July 11, 2018

Game on.....Mic on

6:45am	Board Transportation to Philadelphia	
9:30am	Arrive at Citizens Bank Park	
10:00-11:00am	<i>"The Phillies and Sports Broadcasting"</i>	Rob Brooks Manager of Broadcasting Philadelphia Phillies
11:00-12noon	<i>"Programming Sports Talk Radio"</i>	Spike Eskin Program Director SportsRadio 94 WIP-FM / Phillies 24/7 Entercom Philadelphia
12:00-1:00pm	Lunch with Rob Brooks	
1:00-2:00pm	<i>"The 76ers and Sports Broadcasting"</i>	Mark Zumoff Play-by-Play Announcer Philadelphia 76'ers
2:00-3:00pm	<i>"Announcing for the Phillies"</i>	Dan Baker Public Address Announcer Philadelphia Phillies
3:00pm	Depart Philadelphia and return to the Bloomsburg University campus	

***Evening Assignment: RAB Training Modules:
#11 – *"The Best Presentations"*
#14 – *"Making Money with RAB Resources"***

NOTE: Modules #12 and #13 will be done during tomorrow's session.





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Thursday, July 12, 2018

8:45am	Announcements and Agenda Preview	Dr. David Magolis
9:00-10:15am	RAB Training Modules: #12 – <i>“Addressing Objections and Closings”</i> #13 – <i>“More Sales through Buyer Style Identification”</i>	Dave Davies Vice President/Market Manager Forever Media Inc. York/Hanover
10:30-11:45am	<i>“How to Get In and Win”</i>	Jim Loftus CEO/President 101 More FM WBEB Philadelphia
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>“Marketing and Promotions - Doing It Right”</i>	Sean O’Mealy Market Manager Seven Mountains Media Selinsgrove
2:30-3:45pm	<i>“Engineering: RF & IT”</i>	Lynn Deppen President Forever Media Pittsburgh
4:00-5:00pm	Social Hour at <i>West End Ale Haus</i> with Industry Professionals	
5:00pm	Dinner	

***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, July 13, 2018

6:00-8:50am	Jojo & Leapin' Lily <i>live</i> from the Bloomsburg University Campus	<i>Jojo and Leapin' Lily Morning Show</i> WFGY Froggy 98 Forever Media Altoona
9:00am	Announcements and Agenda Preview	Dr. David Magolis
9:15-10:15am	" <i>Show Prep</i> "	Jojo and Leapin' Lily
10:30-11:45am	RAB Training Module #17: " <i>Goal Setting & Time Management</i> "	Scott Cohagan General Manager WFGE, WBUS, WMAJ, WQWK AM, WRSC-AM Forever Media State College
11:50-12:50pm	Lunch	
1:00-2:15pm	" <i>Student to Superstar</i> "	Rob Roberts Program Director WRQX Mix 107.3 Vice President, Hot AC Cumulus Media Washington DC
2:30-3:45pm	RAB <i>Radio Marketing Professional Certification Exam</i>	
4:00-5:00pm	Social Hour at <i>West End Ale Haus</i> with Industry Professionals	
5:00pm	Dinner	





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Saturday, July 14, 2018

8:45am	Announcements and Agenda Preview	Dr. David Magolis
9:00-10:15am	<i>"Music Scheduling – How and Why"</i>	Mike "OD" O'Donnell Operations Manager Entercom Communications Wilkes-Barre/Scranton
10:30-11:45am	<i>"Doing It Live & Voice Tracking"</i>	Dave DiRienzo Air Talent/Music Director Max 102 FM/ WMQX Entercom Radio Wilkes-Barre
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"How to Get a Good Job"</i>	Jon Zellner Executive VP/Programming Operations iHeartMedia New York, NY
2:30-3:15pm	Air Check Sessions Master Class	





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Monday, July 16, 2018

5:00-9:00am	<i>RJ Harris in the Morning</i> live from the campus of Bloomsburg University	RJ Harris Host WHP 580 News iHeartMedia Harrisburg Holly Love Morning Show Host iHeartMedia Harrisburg
9:00am	Announcements and Agenda Preview	Dr. David Magolis
9:10-10:15am	<i>"How to Do A Great Talk Radio Show"</i>	RJ Harris
10:30-11:45am	<i>"Today's News Radio...Put it Together and Deliver It"</i>	Pat Farnack Midday Anchor WCBS Entercom Radio
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Basics of Doing a Great Music Radio Show"</i>	Mike Stevens Corporate Program Director Forever Media, Inc. Johnstown, PA
2:30-3:45pm	<i>"On-Air Delivery, Inflection, Pacing, Communicating"</i>	Shelly Easton Vice President of Music Programming Entercom Philadelphia
4:00-4:45pm	Air Check Sessions Master Class	
5:00pm	Dinner	
6:00-7:00pm	Social Hour at <i>West End Ale Haus</i> with Industry Professionals	





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Tuesday, July 17, 2018

8:45am	Announcements and Agenda Preview	Dr. David Magolis
9:00-10:15am	<i>"Writing for Radio"</i>	Rob Frazier Creative Director Seven Mountains Media Frankfort
10:30-11:45am	<i>"Basics of Great Voice Work and Production"</i>	Pat Garrett Radio Imaging Specialist Pat Garrett Creative Baltimore
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"On-Air: Developing Your Voice, Your Style... You"</i>	Doc Medek <i>"The Doc Show with Jessie"</i> Froggy 101 Entercom Communications Wilkes Barre/Scranton Sean Medek On-Air Talent, 98.5KRZ Production Assistant, Froggy 101, MAX 102, WILK News Radio Entercom Communications Wilkes-Barre/Scranton
2:30-3:45pm	<i>"Adjusting from College to the Pros"</i>	Matthew Bortner WQWK ESPN Radio 1450 Forever Media State College Gabby Loielo Air Personality/Imaging Director 99.9 WFRE FM iHeartMedia Fredrick, MD Fernando Santos Production Assistant Cumulus Media Allentown
4:00-4:45pm	Air Check Sessions Master Class	
5:00-6:00pm	Dinner	
6:00-7:00pm	Social Hour at <i>West End Ale Haus</i> with Industry Professionals	





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Wednesday, July 18, 2018

8:45am	Announcements and Agenda Preview	Dr. David Magolis
9:00-10:15am	<i>"What the Program Director Looks for in You"</i>	Jeff Hurley Regional Senior VP Programming iHeartMedia Harrisburg, Allentown, Lancaster, Reading, Williamsport, Wilmington, Salisbury-Ocean City
10:30-11:45am	<i>"What You Have to Know to be the Program Director"</i>	Brian Check Senior Vice President Programming WDAS AM/FM, WIOQ, WISX, WRF, WUSL iHeartMedia Philadelphia
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Getting in, Becoming an Entrepreneur"</i>	Kerby Confer Partner Forever Media Fort Mill, SC
2:30-3:00pm	Closing Comments	Joe Conti President Pennsylvania Association of Broadcasters Hummelstown

