



MBA Radio Talent Institute

Missouri Broadcasters Association
Northwest Missouri State University

Monday, July 29, 2019

1:30pm	Opening Comments	Matt Walker Assistant Professor/Director School of Communication and Mass Media Northwest Missouri State University
		Mark Gordon President/CEO Missouri Broadcasters Association
		Dan Vallie President National Radio Talent System Founder Vallie•Richards•Donovan Consulting Charlotte
	Announcements & Agenda Preview	Leslie Murphy Advertising/Underwriting Director Northwest Missouri State University
2:00-3:15pm	<i>"Now is the Time to Start Thinking Like a Pro"</i>	John Zimmer President Zimmer Radio and Marketing Group Columbia /Jefferson City
3:30-4:45pm	<i>"Radio's Digital and Social Media"</i>	Trevor Morgan Program Director KCMQ Columbia/Jefferson City
5:00-6:00pm	Social Hour at CARSON'S SPORTS GRILLE with Industry Professionals	

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





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Tuesday, July 30, 2019

8:45am	Announcements and Agenda Preview	Leslie Murphy
9:00-10:15am	RAB Training Module: #2 - <i>"Prospecting - Finding and Evaluating Prospects"</i>	George Pelletier Regional President Alpha Media Omaha
10:30-11:45am	RAB Training Modules: #3 - <i>"Getting the Appointment"</i> #4 - <i>"How to Conduct a Great Client Needs Analysis"</i>	Nick Kumels Account Executive KESJ/KFEQ/KKJO/KSJQ Eagle Radio St Joseph
11:50-12:50pm	Lunch	
1:00-2:15pm	RAB Training Modules: #5 - <i>"The Components of a Great Proposal"</i> #6 - <i>"Features and Benefits"</i>	Doug Schmitz General Manager KESJ/KFEQ/KKJO/KSJQ Eagle Radio St Joseph
2:30-3:45pm	RAB Training Modules: #7 - <i>"Understanding Competitive Media"</i>	Doug Schmitz
4:00-5:00pm	Social Hour at CARSON'S SPORTS GRILLE with Industry Professionals	

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





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Wednesday, July 31, 2019

Game on...mic on

7:45am	Board Bus and depart for Kansas City Chiefs Training Camp in St. Joseph	
8:45am	Arrive at Kansas City Chiefs Training Facility Missouri Western University St. Joseph	
9:15-12noon	Chiefs Training Camp	
10:30-11:15am	Early Lunch	
11:15am	<i>"Kansas City Chiefs Football & Sports Broadcasting"</i>	Mitch Holthus Play-by-Play Announcer Kansas City Chiefs
12:00noon	Depart St. Joseph and head to Kansas City	
1:00pm	Arrive Entercom Studios Kansas City	
1:15-1:45pm	<i>"Welcome"</i>	Dave Alpert Regional President/Market President Entercom Kansas City
	Tour of Entercom Studios and Offices	
1:45-2:45pm	<i>"Selling and Delivering Sports Play-by-Play"</i>	Mark Miller Senior Account Manager Play-by-Play Announcer Entercom Kansas City
2:45-3:45pm	<i>"Sports Talk Radio"</i>	Steven Spector Program Director 610 Sports, KCSP Radio Bob Fescoe <i>Fescoe in the Morning</i> 610 Sports, KCSP Radio Josh Vernier 10am-2pm 610 Sports, KCSP Radio
3:45pm	Depart for Home Plate at Northwest Missouri State University	

***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, August 1, 2019

8:45am	Announcements and Agenda Preview	Leslie Murphy
9:00-10:15am	RAB Training Modules: #12 – “Addressing Objections and Closing” #13 – “Buyer Styles”	Scott Meier General Manager Mid-West Family Broadcasting Springfield
10:30-11:45am	“How to Get in and Win”	John Beck Senior Vice President Emmis Radio St. Louis
12:00-12:50pm	Lunch	
1:00-2:15pm	“Writing for Radio”	Miles Ramsey Creative Director Eagle Communications St. Joseph
2:30-3:45pm	“Engineering: RF and IT”	John E. Beck Engineering Manager Bott Radio Network Overland Park
4:00pm	Social Hour at CARSON'S SPORTS GRILLE with Industry Professionals	

***Evening Assignment: RAB Module #15 – “The Fundamentals of Co-op Advertising” and #16 – “How to Find Alternative Revenue Sources.”**





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Friday, August 2, 2019

8:45am	Announcements and Agenda Preview	Leslie Murphy
9:00-10:00am	<i>"Doing It All"</i>	Jim Cronin Owner/Operator Nodaway Broadcasting Corp. KVVU-FM/KNIM AM/FM Maryville Joyce Cronin Owner/General Sales Manager Nodaway Broadcasting Corp. KVVU-FM/KNIM AM/FM Maryville
10:15-11:30am	RAB Training Module #17: <i>"Goal Setting & Time Management"</i>	Gary Exline Interim General Manager Eagle Radio Manhattan Kansas
11:45-12:45pm	Lunch	
1:00pm	RAB <i>Radio Marketing Professional Certification</i> Exam	





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Saturday, August 3, 2019

8:45am	Announcements and Agenda Preview	Leslie Murphy
9:00-10:00am	<i>"Music Scheduling – How & Why"</i>	Jules Riley Senior VP of Programming 103.3 KLOU / 97.3 The Bull iHeartMedia St. Louis
10:15-11:15pm	<i>"How to Get a Good Job"</i>	Jules Riley
11:30-12:00noon	Air Check Sessions Master Class	
12:00noon	Lunch	





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Monday, August 5, 2019

8:45am	Announcements and Agenda Preview	Leslie Murphy
9:00-10:15am	<i>"Today's News Radio: Put It Together and Deliver It"</i>	Alan Furst Program Director KMBZ AM/FM Entercom Kansas City
10:30-11:45am	<i>"Podcasting"</i>	Jon Wier <i>The Jonathan Wier Show</i> Broadcaster and Podcaster Kansas City
12:00noon	Lunch	
1:00-2:00pm	<i>"Basics of Doing a Great Music Radio Show"</i>	Taylor J. Assistant Program Director On-Air Personality KKDM iHeartMedia Des Moines Iowa
2:15-3:15pm	<i>"On-Air: Developing Your Voice, Your Style... You"</i>	Jeriney Music Director and Middays KRBZ 96.5 The Buzz Entercom Radio Kansas City
3:30-4:00pm	Air Check Sessions Master Class	
4:15-5:15pm	Social Hour at CARSON'S SPORTS GRILLE with Industry Professionals	





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Tuesday, August 6, 2019

8:45am	Announcements and Agenda Preview	Leslie Murphy
9:00-10:15am	<i>"Basics of Great Voice Work and Production"</i>	Brian Peck Voice Over Actor Lee's Summit Missouri
10:30-11:45am	<i>"Radio Video"</i>	Mark Davis Content Manager Entercom Kansas City
12:00noon	Lunch	
1:00-2:00pm	<i>"On-Air Delivery, Inflection, Pacing, Communicating"</i>	Leigh McNabb Program Director and Midday Host 99.7 The Point KZPT Entercom Kansas City
2:15-3:15pm	<i>"Adjusting from College to the Pros"</i>	Bryan Ebbrecht Production Director Midwest Family Broadcasting Springfield Connor Harbit KUSN Morning Host KGGF, KUSN, KQQF Coffeyville Kansas Scott Mandziara Producer, Board Op 101 ESPN WXOS Hubbard Radio St Louis Andrew Rogers Show Host, Producer, Board Op 101 ESPN, WXOS Hubbard Radio St. Louis
3:30-4:00pm	Air Check Sessions Master Class	
4:15-5:15pm	Social Hour at CARSON'S SPORTS GRILLE with Industry Professionals	





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Wednesday, August 7, 2019

8:45am	Announcements and Agenda Preview	Leslie Murphy
9:00-10:15am	<i>"What You Have to Know to Be the PD"</i>	Scott Roddy Brand Content Director Hubbard Radio St. Louis
10:30-11:45pm	<i>"What the Program Director Looks for in You"</i>	Pete Mundo <i>Pete Mundo Morning Show</i> Assistant Program Director 103.7 & 710 KCMO Cumulus Media Kansas City
12:00noon	Lunch	
1:00-2:00pm	<i>"You and Your Broadcasting Career"</i>	Donna Baker Midwest Regional VP Cumulus Media Kansas City
2:15-2:45pm	Closing Comments	Terry Harper Director of Member Services Missouri Broadcasters Association Dan Vallie President National Radio Talent System Charlotte North Carolina

