



TAB Radio Talent Institute

Tennessee Association of Broadcasters
University of Tennessee, Knoxville

Monday, May 15, 2017

1:30pm	Opening Comments	Brenda Heidt Coordinator of Operations Tennessee Association of Broadcasters Nashville
		George DeVault President Holston Valley Broadcasting Group Johnson City, TN
		Dr. Sam Swan Internationalization and Outreach College of Communication & Information & Professor, School of Journalism & Electronic Media, University of Tennessee
		Dan Vallie President, National Radio Talent System Founder, Vallie•Richards•Donovan Consulting Boone, NC
	Announcements and Agenda preview	Benny Smith General Manager and Program Director Volunteer Radio 90.3 "The Rock" WUTK-FM University of Tennessee
2:00-3:15pm	<i>"You've Made the Right Decision to Pursue Broadcasting"</i>	Larry Stone President Stonecom Radio Cookeville, TN
3:30-4:45pm	<i>"Marketing, Promotions, Social Media – Doing it Right"</i>	Andrew Curran, President Doug Smith, VP of Marketing Strategy DMR/Interactive Cincinnati
5:00-6:00p	Social Hour at Sunspot with Industry Professionals	

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





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Tuesday, May 16, 2017

8:45am	Announcements and Agenda Review	Benny Smith
9:00-10:15am	RAB Training Module: #2 – <i>“Prospecting - Finding and Evaluating Prospects”</i>	Chris Protzman VP of Sales–Scripps Radio Group VP/General Manager–Knoxville Operations (along with Joey Tack and Erika L. Storrs)
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>	Katie Gambill VP/General Manager 5 Star Radio Saga Communications Clarksville, TN
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>	Paul Tinkle President Thunderbolt Broadcasting WCDZ FM, Dresden, TN WCMT AM, Martin, TN WCMT FM, South Fulton, TN KYTN FM & WQAK FM, Union City, TN
2:30-3:45pm	RAB Training Modules: #7 – <i>“Understanding Competitive Media”</i> #8 – <i>“Why Radio”</i>	Ken Salyer VP/Market Manager 107.7 WIVK / NewsTalk 98.7 / Sports Radio WNML FM99.1/AM990 Cumulus Knoxville
4:00-5:00pm	Social Hour at Sunspot with Industry Professionals	

***Evening Assignment: RAB Module #9 – “Scheduling for Success” and #10 – “The Role of Creative”**





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Wednesday, May 17, 2017

Game on.....Mic on

8:45am	Announcements and Agenda Preview	Benny Smith
9:00-10:15am	"Hockey Play by Play"	Joel Silverberg Play-By-Play Knoxville Ice Bears Cumulus Media Knoxville
10:30-11:45am	"Mornings on Sports Talk Radio"	SportsTalk with John and Jimmy John Wilkerson, Co-Host Jimmy Hyams, Co-Host WNML Sports Radio Cumulus Media Knoxville
12:00-1:00pm	Lunch	
1:00-2:15pm	"Sports Talk Radio"	Heather Harrington Morning Show Host/1 st Quarter WNML Sports Radio Cumulus Media Knoxville
2:30-3:45pm	"The Volunteers and Sports Broadcasting"	Bob Kesling Play-by-Play Announcer Director of Broadcasting Vols Network, University of Tennessee

***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, May 18, 2017

8:45am	Announcements and Agenda Preview	Benny Smith
9:00-10:15am	RAB Training Modules: #12 – <i>“Addressing Objections and Closing”</i> #13 – <i>“More Sales through Buyer Style Identification”</i>	Randy Ross Market Manager WJXB/B97.5; WIMZ/Classic Rock 103.5,WIMZ/95.7 Duke FM, WDKW Midwest Communications Knoxville
10:30-11:45am	<i>“How to Get In and Win”</i>	Bud Walters President and Owner The Cromwell Group Nashville
12:00-1:00pm	Lunch	
1:00-2:15pm	<i>“Broadcasting: Whether on Camera, on the Mic, Sales, Production”</i>	David Hunt President and General Manager WBIR-TV / TEGNA Media Knoxville
2:30-3:45pm	<i>“Introduction to Radio Research”</i>	Michael Pelaia President Hooks Unlimited New Jersey
4:00-5:00pm	Social Hour at Sunspot with Industry Professionals	

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, May 19, 2017

6:00-9:00am	<i>"Ashley, Brad & Michelle in the Morning"</i> Broadcasting <i>live</i> from the UT campus	Ashley, Brad & Michelle Morning Show Team WJXB / B97.5 Midwest Communications Knoxville
9:05am	Announcements and Agenda Preview	Benny Smith
9:15-10:15am	<i>"Show Prep"</i>	Ashley, Brad & Michele WJXB / B97.5
10:30-11:45am	RAB Training Module: #17 – <i>"Goal Setting and Time Management"</i>	Allison Warren VP/General Manager Cumulus Media Nashville
12:00-1:00pm	Lunch	
1:00-2:15pm	<i>"Student to Superstar"</i>	John Dimick VP of Programming & Operations Cumulus Media Atlanta
2:30pm	RAB <i>Radio Marketing Professional Certification</i> Exam	
4:00-5:00pm	Social Hour at Sunspot with Industry Professionals	





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Saturday, May 20, 2017

8:45am	Announcements and Agenda Preview	Benny Smith
9:00-10:15am	<i>"Music Scheduling – How and Why"</i>	Valerie Anderton Midday Personality/Music Director B97.5 WJXB Midwest Communications Knoxville
10:30-11:45am	<i>"Radio's Digital Content and Social Media"</i>	John Montuori Divisional Digital Sales Manager for Radio Markets E.W. Scripps Knoxville
12:00-12:45pm	Lunch	
1:00-2:15pm	<i>"How to Get a Good Job"</i>	Don Anthony Talentmasters <i>Jockline Daily</i> Morning Show Boot Camp Talk Show Boot Camp Atlanta
2:30-3:15pm	Air Check Sessions	





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Monday, May 22, 2017

8:45am	Announcements and Agenda Preview	Benny Smith
9:00-10:15am	<i>"Today's News Radio: Put It Together and Deliver It"</i>	Brandon Hollingsworth Host, <i>"All Things Considered"</i> WUOT FM 91.9/NPR University of Tennessee
10:30-11:45am	<i>"How to Do a Great Talk Radio Show"</i>	Hallerin Hilton Hill Host/Producer News Talk 987 WOKI Cumulus Media Knoxville
2:00noon	Lunch	
1:00-2:15pm	<i>"Basics of Doing a Great Music Radio Show"</i>	Greg Abee / "Diesel" On-Air Personality <i>Nights with Diesel</i> / 7pm - Midnight Production Assistant 93.3 The Planet Entercom Greenville, SC
2:30-3:45pm	<i>"On-Air Delivery, Inflection, Pacing, Communicating"</i>	Bryan Sargent Assistant Brand Manager / PM Drive Host Mix 92.9 / WJXA Midwest Communications Nashville
4:00-4:45pm	Air Check Sessions	
5:00-6:00pm	Social hour at Sunspot with Industry Professionals	





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Tuesday, May 23, 2017

8:45am	Announcements and Agenda Preview	Benny Smith
9:00-10:15am	<i>"Radio Engineering & IT"</i>	Mike Murrell Consulting Engineer Tim Berry Chief Engineer Cumulus Media Knoxville
10:30-11:45am	<i>"Basics of Great Voice Work and Production"</i>	Todd Ethridge Professional Voice Talent Todd Ethridge Voice Overs Knoxville
12:00-12:45pm	Lunch	
1:00-2:15pm	<i>"On-Air: Developing Your Voice, Your Style you"</i>	Justin Cole Senior VP of Programming iHeartMedia Chattanooga
2:30-3:45pm	<i>"What You Have to Know to be the PD"</i>	Shane Cox Brand Manager B97.5 / WJXB Midwest Communications Knoxville
4:00-4:45pm	Air Check Sessions	
5:00-6:00pm	Social Hour at Sunspot with Industry Professionals	





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Wednesday, May 24, 2017

8:45am	Announcements and Agenda Preview	Benny Smith
9:00-10:15am	<i>"What the Program Director Looks for In You"</i>	Randy "Big R" Chambers Brand Manager 103.5 WIMZ & 95.7 DUKE FM Midwest Communications Knoxville
10:30-11:45am	<i>"Adjusting from College to the Pros"</i>	Benny Smith <u>Panelists</u> Joel Silverberg Producer, Sports Radio WMNL Play-by-Play, Knoxville Ice Bears Cumulus Knoxville Kelley Bradshaw Morning Show Co-Host, US101 iHeartMedia Chattanooga Jon Wood Afternoon Host / Music Director 106.9 The Light / WMIT Asheville, NC
12:00-12:45pm	Lunch	
1:00-2:15pm	<i>"Now is the Time to Start Thinking like a Pro"</i>	W. Lawrence "Larry" Patrick Managing Partner Patrick Communications Elkridge, MD
2:30-3:00pm	Closing Comments	Whit Adamson President Tennessee Association of Broadcasters Nashville Dan Vallie President National Radio Talent System Boone, NC

