



TAB Radio Talent Institute

Tennessee Association of Broadcasters
University of Tennessee, Knoxville

Monday, June 17, 2019

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|-------------|--|--|
| 1:00pm | Announcements | Benny Smith General Manager & Program Director Volunteer Radio 90.3 "The Rock"/WUTK-FM University of Tennessee |
| | Opening Comments | Dr. Catherine Luther Director School of Journalism & Electronic Media University of Tennessee Whit Adamson President Tennessee Association of Broadcasters Nashville Tracey Rogers Chairman, TAB VP/General Manager WKRN-TV Nashville Aimee Abel Institutes Director National Radio Talent System Charlotte NC |
| 1:30-2:30pm | <i>"You've Made the Right Decision to Pursue Broadcasting"</i> | Larry Stone President Stonecom Radio Cookeville TN |
| 2:45-3:45pm | <i>"Radio Video"</i> | Stokes Nielson Founder/CEO Channel Greatness Nashville |
| 4:00-5:00pm | <i>"Radio Events and Promotions"</i> | Lester Turner President/CEO WRLT-FM Tuned in Broadcasting Nashville |
| 5:15-6:15pm | Social Hour at Sunspot with Industry Professionals | |

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





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| | | |
|---------------|---|--|
| 8:45am | Announcements and Agenda Review | Benny Smith |
| 9:00-10:15am | RAB Training Module: #2 – <i>“Prospecting - Finding and Evaluating Prospects”</i> #3 – <i>“Getting the Appointment”</i> | Katie Gambill VP/General Manager 5 Star Radio VP of Sales-Scripps Radio Saga Communications Group Clarksville TN |
| 10:30-11:45am | RAB Training Modules: #4 - <i>“How to Conduct a Great Client Needs Analysis”</i> #5 - <i>“The Components of a Great Proposal”</i> | Paul Tinkle President Thunderbolt Broadcasting WCDZ-FM, Dresden TN WCMT Martin TN WCMT-FM South Fulton TN KYTN & WQAK-FM Union City TN |
| 11:50-12:50pm | Lunch | |
| 1:00-2:15pm | RAB Training Modules: #6 – <i>“Features and Benefits”</i> #7 – <i>“Understanding Competitive Media”</i> | Chris Protzman Senior VP Sales / President Summit Media Knoxville Dan McKee General Sales Manager WWST/WKHT/WCYQ/WNOX/ Digital Summit Media Knoxville |
| 2:30-3:45pm | RAB Training Modules: #9 - <i>“Scheduling for Success”</i> #10 - <i>“The Role of Creative”</i> | Kenneth Forte President & General Manager WCKN 1260AM/101.5 FM, RFC Sports Network Dickson TN |
| 4:00-4:15pm | <i>“Prep for Your Air Check”</i> | Benny Smith University of Tennessee |
| 4:30-5:30pm | Social Hour at Sunspot with Industry Professionals | |

***Evening Assignment: RAB Training Modules: #8 - “Why Radio”**





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Wednesday, June 19, 2019

Game on.....Mic on

| | | |
|---------------|---|---|
| 8:45am | Announcements and Agenda Preview | Benny Smith |
| 9:00-10:00am | <i>"Writing and Broadcasting Sports"</i> | Jimmy Hyams Co-Host WNML Sports Radio Cumulus Media Knoxville |
| 10:15-11:30am | <i>"Sports Talk Radio"</i> | Heather Harrington Sports Talk Talent WNML Sports Radio Cumulus Media Knoxville |
| 12:00-1:00pm | Lunch | |
| 1:00-2:15pm | <i>"Hockey Play-by-Play and Sports Broadcasting"</i> | Joel Silverberg Producer, WNML Play-by-Play Announcer Knoxville Ice Bears Cumulus Media Knoxville |
| 3:15-5:15pm | <i>"Record Your Air Check at WUTK-FM 90.3 The Rock"</i> | Benny Smith |

***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, June 20, 2019

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|---------------|--|--|
| 8:30 -9am | <i>"How to do Your TV Anchor Reel"</i> | Dr. Sam Swan Internationalization & Outreach College of Communication & Information Professor, School of Journalism & Electronic Media University of Knoxville |
| 9:00-10:15am | <i>" Today's TV News: Put it Together and Deliver It"</i> | Heather Waliga TV News Anchor WBIR-TV Knoxville |
| 10:30-11:45am | <i>"Broadcasting: Programming & Research"</i> | Jasmine Hardin General Manager WVLT-TV Gray Television, Inc. Knoxville |
| 12:00-12:45pm | Lunch | |
| 1:00-2:15pm | RAB Training Modules: #12 – <i>"Addressing Objections and Closing"</i> #13 – <i>"Buyer Styles"</i> | Randy Ross Market Manager WJXB/B97.5; WIMZ/ Classic Rock 103.5, WIMZ/95.7 Duke FM, WDKW Midwest Communications Knoxville |
| 2:30 – 5:00pm | <i>"Record Your TV Anchor Reel at UT TV Studios"</i> | Dr. Sam Swan |

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, June 21, 2019

*Live at the Midwest Communications Studios,
1100 Sharp's Ridge Memorial Park Drive, Knoxville*

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|---------------|---|--|
| 6:30am | Depart UT Campus for Midwest Communications Studios | |
| 7:00-9:00am | <i>"Ashley, Brad & Michele in the Morning"</i> (and tour of studios) | <i>Ashley, Brad & Michele</i> Morning Show Team WJXB / B97.5 Midwest Communications Studios |
| 9:00-10:00 | <i>"Basics of Great Voice Work & Production"</i> | Sarah Rose Creative Services/Assistant Production Director Midwest Communications Knoxville |
| 10:00-10:20am | <i>"Show Prep"</i> | Ashley, Brad & Michele |
| 10:30am | Depart Midwest Communications Studios – Return to University of Tennessee Campus | |
| 11:15-12:15pm | RAB Training Module: #17 – <i>"Goal Setting and Time Management"</i> | Ken Salyer VP/Market Manager 107.7 WIVK/NewsTalk 98.7/ Sports Radio WNML FM99 / AM990 Cumulus Media Knoxville |
| 12:30-1:30pm | Lunch | |
| 1:45-2:45pm | <i>"Radio's Digital Content & Social Media"</i> | John Montuori VP Digital Market Development Summit Media Knoxville |
| 3:00pm | RAB <i>Radio Marketing Professional Certification Exam</i> | |





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Saturday, June 22, 2019

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|---------------|---|---|
| 8:45am | Announcements and Agenda Preview | Benny Smith |
| 9:00-10:15am | <i>"Music Scheduling – How and Why"</i> | Becca James Air Talent Star 102.1 Summit Media Knoxville |
| 10:30-11:45 | <i>"Podcasting"</i> | Loyd Ford Program Director Q100.3 /WCYQ FM Summit Media 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 |
| 2:30-3:00pm | Master Class - Air Check Sessions | |





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Monday, June 24, 2019

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|----------------|--|--|
| 8:30am | Announcements and Agenda Preview | Benny Smith |
| 8:45-9:45am | <i>"How to get in and Win"</i> | Larry Patrick Managing Partner Patrick Communications Elkridge, MD |
| 10:00--11:00am | <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 |
| 11:15-12:15pm | <i>"How to Do a Great Talk Radio Show"</i> | Hallerin Hilton Hill Host/Producer News Talk 987 WOKI Cumulus Media Knoxville |
| 12:15-1pm | Lunch Pizza! Compliments of Larry Patrick, Patrick Communications | |
| 1:00-2:00pm | <i>"Basics of Doing a Great Music Radio Show"</i> | Nikki Thomas Program Director/Air Talent 107.7 WIVK-FM Cumulus Media Knoxville |
| 2:15-3:15pm | <i>"Basics of Great Voice Work & Production"</i> | Todd Ethridge Professional Voice Talent Todd Ethridge Voice Overs Knoxville |
| 3:30-4:15pm | Master Class - Air Check Sessions | |
| 4:30-5:30pm | Social hour at Sunspot with Industry Professionals | |





TAB Radio Talent Institute

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Tuesday, June 25, 2019

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|---------------|---|---|
| 8:45am | Announcements and Agenda Preview | Benny Smith |
| 9:00-10:15am | <i>"Radio Engineering & IT"</i> | Kevin Duplantis Director of Engineering Midwest Communications Knoxville |
| 10:30-11:45 | <i>"On-Air Delivery, Inflection, Pacing, Communicating"</i> | Loyd Ford Program Director Q100.3 /WCYQ FM Summit Media Knoxville |
| 12:00-12:45pm | Lunch | |
| 1:30- 2:30pm | <i>"On-Air: Developing Your Voice, Your Style... You"</i> | Justin Cole Senior VP of Programming Entercom Chattanooga |
| 2:45-3:45pm | <i>"What You Have to Know to be the PD"</i> | Shane Cox Brand Manager WJXB / B97.5 Midwest Communications Knoxville |
| 3:30-4:15pm | Master Class - Air Check Sessions | |
| 4:45-5:45pm | Social Hour at Sunspot with Industry Professionals | |





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Wednesday, June 26, 2019

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|---------------|---|---|
| 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> | Brooke Wainwright Marketing Consultant Midwest Communications Knoxville Lucas Panzica Sports Director/ Production/Sales WDKN 101.5 The One Dickson TN Chris Mills Promotions/Board Op WIVK FM 107.7 Cumulus Media Knoxville |
| 12:00-12:45pm | Lunch | |
| 1:00-2:15pm | <i>"Now is the Time to Start Thinking like a Pro"</i> | Bud Walters President & Owner The Cromwell Group Nashville |
| 2:30-3:00pm | Closing Comments | Whit Adamson President Tennessee Association of Broadcasters Nashville Dan Vallie President National Radio Talent System Charlotte NC |

