



# GAB Radio Talent Institute

Georgia Association of Broadcasters  
Grady College & University of Georgia

## Monday, May 7, 2018

1:30pm	Opening Comments	Janice Hume Professor & Journalism Dept. Head Grady College of Journalism and Mass Communication University of Georgia
		Dr. Charles Davis, Dean Grady College of Journalism and Mass Communication University of Georgia
		Bob Houghton President Georgia Association of Broadcasters Atlanta, GA
		Dan Vallie President National Radio Talent System Charlotte
	Announcements & Agenda Preview	Karen Andrews Director of Special Events and Student Leadership, Grady College University of Georgia On-Campus Director, GAB Radio Talent Institute
2:00-3:15pm	<i>"You and Your Broadcasting Career"</i>	Heidi Raphael VP of Corporate Communications Beasley Media Group Naples, Florida
3:30-4:45pm	<i>"Radio's Digital Content &amp; Social Media"</i>	Zac Morgan Digital Content Manager Cox Media Group Atlanta
5:00-6:00pm	Social Hour at <i>Saucehouse Barbeque</i> with Industry Professionals	

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





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## Tuesday, May 8, 2018

8:45am	Announcements & Agenda Preview	Karen Andrews
9:00-10:15am	RAB Training Module: #2 – “Prospecting - Finding and Evaluating Prospects”	Mike Watkins Local Sales Manager Cox Media Group Atlanta
10:30-11:45am	RAB Training Modules: #3 – “Getting First Call Appointments” #4 – “How to Conduct a Great Client Needs Analysis”	Mark Haddon Director of Sales Beasley Media Group Augusta
12:00noon	Lunch	
1:00-2:15pm	RAB Training Modules: #5 – “Elements of a Good Written Proposal” #6 - “The Difference between Features and Benefits”	Jennifer Newman Market President iHeartMedia Columbus & Albany, GA
2:30-3:45pm	RAB Training Modules: #7 – “Understanding Competitive Media” #8 – “Why Radio”	Sanders Hickey Partner Golden Isles Broadcasting Brunswick, GA
5:00-6:00pm	Social Hour at <i>Saucehouse Barbeque</i> with Industry Professionals	

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





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**Wednesday, May 9, 2018**

***“Game on...Mic on”***

7:00am	Board Bus to Atlanta	
8:45am	Arrive SunTrust Park	
9:15am	<i>“Marketing Atlanta Braves Baseball”</i>	Adam Zimmerman Vice President, Marketing Atlanta Braves
10:10am	<i>“Sports Broadcasting”</i>	Mike Conti Managing Editor, 92.9 The Game Play-by-Play Voice of Atlanta United FC Atlanta Falcons Radio Network Host
11:05am	<i>“Atlanta Falcons Play-by-Play &amp; Sports Broadcasting”</i>	Wes Durham “Voice of the Atlanta Falcons” ACC Network / Fox Sports South
12:15pm	Lunch	
2:00pm	Tour of SunTrust Park	
3:30pm	Depart SunTrust Stadium: Head for Home Plate at UGA	

**\*Evening Assignment: RAB Training Modules: #11: *“The Best Presentations”* and #14: *“Making Money with RAB Resources”***





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## Thursday, May 10, 2018

8:45am	Announcements & Agenda Preview	Karen Andrews
9:00-10:15am	RAB Training Modules #12 – “Addressing Objections and Closing” #13 – “Mores Sales through Buyer Style Identification”	KJ Allen President and Managing Member Oconee Radio Group Northeast & Middle Georgia
10:30-11:45am	“Basics of Doing a Great Music Radio Show”	Mike McVay Senior VP Content & Programming Cumulus Media & Westwood One Atlanta
12:00noon	Lunch	
1:00-2:15pm	“Marketing and Promotions – Doing it Right”	Lori Flowers Marketing Director Urban One Atlanta
2:30-3:45pm	“Engineering: RF & IT”	Mike Lawing Director of Engineering iHeart Media Atlanta
5:00-6:00pm	Social hour at <i>Saucehouse Barbeque</i> 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 11, 2018

6:00-10:00am	<i>Live Morning Show Broadcast on the UGA Campus</i>	<i>"Frank &amp; Wanda in the Morning"</i> w/ Frank Ski & Wanda Smith V103/WVEE Entercom Comm. Atlanta
10:00-10:35am	<i>"Show Prep"</i>	Frank & Wanda
10:45-11:45am	RAB Training Module #17: <i>"Goal Setting and Time Management"</i>	Rick Caffey Senior VP & Market Manager Entercom Comm. Atlanta
11:50am	Announcements & Agenda Preview	Karen Andrews
12:00noon	Lunch	
1:00-2:15pm	<i>"Student to Superstar"</i>	Kent Dunn VP/Market Manager Beasley Media Group Augusta
2:30pm	RAB <i>Radio Marketing Professional Certification Exam</i>	
4:00-5:00pm	Social Hour at <i>Saucehouse Barbeque</i> with Industry Professionals	





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## Saturday, May 12, 2018

8:45am	Announcements & Agenda Preview	Karen Andrews
9:00-10:15am	<i>"Music Scheduling – How &amp; Why"</i>	Brian Thomas Program Director KICKS 101.5 Cumulus Media Group Atlanta
10:30-11:45am	<i>"Public Broadcasting Today"</i>	Ellen Reinhardt Director of Radio Programming GPB Media Atlanta
12:00noon	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
2:15-3:00pm	Air Check Sessions	





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## Monday, May 14, 2018

8:45am	Announcements & Agenda Preview	Karen Andrews
9:00-10:15am	<i>"On-Air Delivery, Inflection, Pacing, Communicating"</i>	Madison James Afternoon Drive B98.5 Cox Media Group Atlanta
10:30-11:45am	<i>"Branding &amp; Imaging a Radio Station... On-Air &amp; On-Line"</i>	Louie Diaz Operations Manager - Atlanta Market Program Director - WWWQ/Q100 Cumulus Media Atlanta
12:00noon	Lunch	
1:00-2:15pm	<i>"Today's News Radio: Put It Together &amp; Deliver it"</i>	Sandra Parrish Reporter, WSB Radio Cox Media Group Atlanta
2:30-3:45pm	<i>"Talk Radio"</i>	Jared Yamamoto Lead Researcher/Producer <i>The Von Haessler Doctrine</i> WSB/Cox Media Group Atlanta  Doug Turnbull PM Drive Airborne Traffic Anchor Triple Team Traffic, News 95.5/ AM750/ 97.1 The River WSB/Cox Media Group Atlanta
4:00-4:45pm	Air Check Sessions	
5:00-6:00pm	Social hour at <i>Saucehouse Barbeque</i> with Industry Professionals	





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## Tuesday, May 15, 2018

8:45am	Announcements & Agenda Preview	Karen Andrews
9:00-10:15am	<i>"Basics of Great Voice Work – How Not to Sound Like an Announcer"</i>	Kelley Buttrick Voice Over Talent KB Voiceovers, LLC Athens
10:30-11:45am	<i>"Writing for Radio"</i>	James Fairey Production Director Entercom Radio Atlanta
12:00noon	Lunch	
1:00-2:15pm	<i>"What You Have to Know to be the Program Director"</i>	Brian Michel Regional Senior VP of Programming iHeartMedia Atlanta  Dan Hunt CHR Brand Coordinator PD, 96.1, 96.7 The Beat, 640 WGST iHeartMedia Atlanta
2:30-3:45pm	<i>"Adjusting from College to the Pros"</i>	Dr. Dale Van Cantfort Chair, Mass Communication Dept. Piedmont College, Demorest, GA  Emily Ward Account Executive Entercom Comm. Chattanooga  Kelley Bradshaw Morning Show Co-Host US 101, WUSY- FM Entercom Comm. Chattanooga  Joel Silverberg Producer Sports Radio WNML 99.1 FM / 990 AM Play-by-Play Broadcaster Knoxville Ice Bears Cumulus Media Knoxville
4:00-4:45pm	Air Check Sessions	
5:00-6:00pm	Social Hour at <i>Saucehouse Barbeque</i> with Industry Professionals	







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## Wednesday, May 16, 2018

8:45am	Announcements & Agenda Preview	Karen Andrews
9:00-10:15am	<i>"What the PD Looks for in You"</i>	Chris Eagan Director of Branding & Programming Cox Media Group Atlanta
10:30-11:45am	<i>"On-Air: Developing Your Voice, Your Style...You"</i>	Adam Bomb <i>"The Adam Bomb Show"</i> Westwood One Network and Afternoon Drive, Q100 Cumulus Atlanta
12:00noon	Lunch	
1:00-2:15pm	<i>"Now is the Time to Start Thinking Like a Pro"</i>	Allen Power Senior Vice President Salem Media Group Atlanta
2:30-3:00pm	Closing Comments	Bob Houghton President Georgia Association of Broadcasters Atlanta, GA  Dan Vallie President National Radio Talent System Charlotte

