



Hubbard Radio Talent Institute

Central Washington University

Monday, July 16, 2018

1:00pm	Opening Comments	Robert Lowery Director of Radio Services & Integrated Communications Central Washington University
		Keith Shipman, President and CEO Washington State Association of Broadcasters Tacoma, WA
		Dan Vallie President, National Radio Talent System Charlotte, NC
	Announcements and Agenda Preview	Jeff MacMillan General Manager KCWU 88.1 The Burg Central Washington University
1:30-2:30pm	<i>"You and Your Broadcasting Career"</i>	Ginny Morris CEO Hubbard Radio Minneapolis
2:45-4:00pm	<i>"Radio's Digital Operations and Social Media"</i>	Justin Barnes Social Media Manager Midday Air Talent KQMV/Movin 92.5 Hubbard Radio Seattle
4:15-5:15pm	Social Hour at CORNERSTONE PIE 307 East 5 th Ave 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	Jeff MacMillan
9:00-10:15am	RAB Training Module: #2 – <i>“Prospecting - Finding and Evaluating Prospects”</i>	Alison Hesse Sales Manager 98.9 The Bull, KNUC FM Hubbard Radio Seattle
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>	Amy Leimbach VP Sales Alpha Media Portland
12:00noon	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>	Dan Lang Senior Account Executive Hubbard Radio Seattle
2:30-3:45pm	RAB Training Module: #7 – <i>“Understanding Competitive Media”</i>	Jackson Weaver Consultant KAYO 96.9FM & KGY 95.3FM Olympia
4:00-5:00pm	Social Hour at CORNERSTONE PIE 307 East 5 th Ave with Industry Professionals	

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





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Wednesday, July 18, 2018

Game on.....Mic on

6:45am	Board Transportation to Seattle	
9:30am	Arrive at Bonneville Seattle Media Group, KIRO Radio News 97.3, 710 ESPN Seattle, AM 770 KTTH, MyNorthwest.com	
9:45-10:30am	Station Tour	
10:30-11:30am	<i>"Sports Broadcasting"</i>	Mike Salk <i>"Brock and Salk Show"</i> Program Director ESPN 710 Bonneville Broadcasting Seattle
12:00-1:00pm	Lunch	
1:15pm	Arrive at KIRO TV 7	
1:30-2:30pm	<i>"NFL Seahawks Play-by-Play"</i>	Steve Raible Voice of the Seahawks Co-Host, KIRO News 7 Seattle
3:00pm	Depart Seattle to head to the Campus of Central Washington 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, July 19, 2018

8:45am	Announcements and Agenda Preview	Jeff MacMillan
9:00-10:15am	RAB Training Modules: #12 – <i>“Addressing Objections and Closing”</i> #13 – <i>“More Sales through Buyer Style Identification”</i>	Nick Beyer Senior Account Executive MOVIN 92.5 KQMV-FM Hubbard Radio Seattle
10:30-11:45am	<i>“How to Get In and Win”</i>	Drew Horowitz President Hubbard Chicago
12:00noon	Lunch	
1:00-2:15pm	<i>“Engineering: RF and IT”</i>	Paul Carvalho Assistant Chief Engineer Bonnevill International Seattle Brynna Hutchison Broadcast Maintenance Engineer Bonnevill International Seattle
2:30-3:45pm	<i>“Marketing and Promotions – Doing It Right”</i>	Gus Swanson Marketing/Promotions Director WARM 106.9 Hubbard Radio Seattle
4:00-5:00pm	Social Hour at CORNERSTONE PIE 307 East 5 th Ave 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, July 20, 2018

6:00-9:00am	<i>"Mornings with Allan & Ashley"</i> Live from the CWU Campus	Allan & Ashley w/Woody & Redbeard Warm 106.9 Hubbard Radio Seattle
9:05am	Announcements and Agenda Preview	Jeff MacMillan
9:15-10:15am	<i>"Show Prep"</i>	Allan & Ashley w/ Woody & Redbeard
10:30-11:45am	RAB Training Module: #17 – <i>"Goal Setting and Time Management"</i>	Lois Mares General Sales Manager Movin 92.5 & KIXI 880 Hubbard Radio Seattle
12:00noon	Lunch	
1:00-2:15pm	<i>"Student to Superstar"</i>	Marc Kaye Vice President/Market Manager Hubbard Radio Seattle
2:30pm	RAB <i>Radio Marketing Professional Certification Exam</i>	
4:00-5:00pm	Social Hour at CORNERSTONE PIE 307 East 5 th Ave with Industry Professionals	





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Saturday, July 21, 2018

8:45am	Announcements and Agenda Preview	Jeff MacMillan
9:00-10:15am	<i>"Music Scheduling – How and Why"</i>	Ron Harrell Program Director Warm 106.9 Hubbard Radio Seattle
10:30-11:45am	<i>"Branding and Imaging a Radio Station"</i>	Lisa Adams Program Director KNUC 98.9 The Bull Hubbard Radio Seattle
12:00noon	Lunch	
1:00-2:15pm	<i>"How to Get a Good Job"</i>	Ron Harrell Program Director Warm 106.9 Hubbard Radio Seattle
2:30-3:15pm	Air Check Sessions	





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Monday, July 23, 2018

8:45am	Announcements and Agenda Preview	Jeff MacMillan
9:00-10:15am	<i>"Today's News Radio: Put It Together and Deliver It"</i>	Ryan Maguire Director, News and Programming KIRO Radio 97.3 FM Bonnevill International Seattle
10:30-11:45am	<i>"How to Do a Great Talk Radio Show"</i>	Dori Monson The Dori Monson Show KIRO Radio 97.3 FM Bonnevill Broadcasting Seattle
12:00noon	Lunch	
1:00-2:15pm	<i>"Basics of Doing a Great Music Radio Show"</i>	Becky Brenner Consulting Partner Albright & O'Malley & Brenner
2:30-3:45pm	<i>"On-Air Delivery, Inflection, Pacing, Communicating"</i>	Seth Hughes On-Air Personality KNUC 98.9 The Bull Hubbard Radio Seattle
4:00-4:45pm	Air Check Sessions	
5:00-6:00pm	Social Hour at CORNERSTONE PIE 307 East 5 th Ave with Industry Professionals	





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Tuesday, July 24, 2018

8:45am	Announcements and Agenda Preview	Jeff MacMillan
9:00-10:15am	<i>"What You Have to Know to be the PD"</i>	Mike Donovan Partner Vallie•Richards•Donovan Consulting Charlotte, NC
10:30-11:45am	<i>"Basics of Great Voice Work and Production"</i>	Adam West Production / Imaging Director Hubbard Radio Seattle
12:00noon	Lunch	
1:00-2:15pm	<i>"On-Air: Developing Your Voice, Your Style... You"</i>	Leslie Scott Digital Program Director Entercom Program Director, 107.7 The End Entercom Radio, Seattle
		Gregg Mornings 107.7 The End Entercom Radio Seattle
2:30-3:45pm	<i>"Writing for Radio"</i>	Rik Mikals Brand Manager/Morning Host KEYW-FM Townsquare Media Tri-Cities, WA
4:00-4:45pm	Air Check Sessions	
5:00-6:00pm	Social Hour at CORNERSTONE PIE 307 East 5 th Ave with Industry Professionals	





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Wednesday, July 25, 2018

8:45am Announcements and Agenda Preview

Jeff MacMillan

9:00-10:15am *"What the Program Director Looks For in You"*

Ricky Villa
Program Director
Movin 92.5 KQMV
Hubbard Radio Seattle

10:30-11:45am *"Adjusting from College to the Pros"*

Tom Krause
Director of Broadcast
Operations & Instructor
Green River College
Auburn, WA

Panelists

Tanner Chambers
On-Air / Digital Producer
Chief Writer – *"The Hit List"*
The Fitz Show Seattle

Dylan Hubber
Videographer
Hubbard Radio Seattle

Jackson Sager
Associate Producer
The Lars Larson Show
Portland, OR

12:00noon Lunch

1:00-2:15pm *"Now is the Time to Start Thinking Like a Pro"*

Lisa Adams
Program Director
KNUC-98.9 The Bull
Hubbard Radio Seattle

2:30-3:00pm Closing Comments

Jeff MacMillan

Ciara Jade
Director of Operations
National Radio Talent System

