

MONDAY, JUNE 6, 2022

1:30pm	Opening Comments	Dean Shannon Sharp College of Fine & Applied Arts Appalachian State University
		Dan Vallie Director, Kellar Radio Talent Institute Appalachian State University Founder, Nat'l. Radio Talent System Founder, Vallie • Richards • Donovan
2:00-3:15pm	"Now is the Time to Start Thinking Like a Pro"	Henry Hinton President Inner Banks Media Greenville, NC
3:30-4:45pm	"The Digital Program Director"	Alexis Zarycki Digital Program Director Beasley Media Group Charlotte, NC
5:00-6:00pm	Social Hour at River Street Ale House with Industry Professionals	



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

TUESDAY, JUNE 7, 2022

8:45am	Announcements & Agenda Preview	Dan Vallie
9:00-10:15am	RAB Training Module: #2 – “Prospecting – Finding and Evaluating Prospects”	Brian Grube Director of Sales Capitol Broadcasting Raleigh, NC
10:30-11:45am	RAB Training Modules: #3 – “Getting the Appointment” #4 – “How to Conduct a Great Client Needs Analysis”	Marsha Landess Regional Vice President Radio One Charlotte NC Richmond VA
11:50am - 12:50pm	Lunch	
1:00-2:15pm	RAB Training Modules: #5 – “The Components of a Great Proposal” #6 – “Features and Benefits”	Rick Prusator Regional VP Curtis Media Boone NC
2:30-3:45pm	RAB Training Module: #7 – “Understanding Competitive Media”	Craig Mundy Senior Account Manager iHeartMedia Charlotte, NC
4:00-5:00pm	Social Hour at River Street Ale House with Industry Professionals	



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

WEDNESDAY, JUNE 8, 2022

A Day with Performance Racing Network, the Panthers and the Hornets

6:30am	Board Bus at App State for Charlotte	
8:45am	Arrive at Charlotte Motor Speedway	
9:00-10:30am	"The Fundamentals of Announcing NASCAR"	<p>Doug Rice: President and Lead Anchor Performance Racing Network Charlotte, NC</p> <p>Gerry Horn: Senior Vice President & General Manager Performance Racing Network</p> <p>Kent Bernhardt: Production Director Performance Racing Network</p> <p>Alexis Erickson: Marketing & Communication Manager, Performance Racing Network</p>
10:30-11:15am	Around the Track at 100 MPH	
11:30am-12:20pm	Lunch	
12:30pm	Depart Speedway for Bank of America Stadium	
1:15-2:00pm	"Carolina Panthers Football & Sports Broadcasting"	<p>Anish Shroff Play-by-Play Announcer Bank of America Stadium Charlotte, NC</p>
2:00-2:30pm	Tour Bank of American Stadium & Broadcast Facilities	
3:00-4:00pm	"Charlotte Hornets Basketball & Sports Broadcasting"	<p>Sam Farber Play-by-Play Announcer NBA Charlotte Hornets</p>
4:15pm	Depart Charlotte / Return to Boone at the Speed Limit	



**Evening Assignment: RAB Training Modules: #11 - "The Best Presentations" and #14 - "Making Money with RAB Resources" NOTE: Modules #12 and #13 will be done during tomorrow's session*

THURSDAY, JUNE 9, 2022

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	RAB Training Modules: #12 – “Addressing Objections and Closing” #13 – “Buyer Styles”	Pam Patton, Marketing Consultant Beasley Media Group Fayetteville, NC
10:30-11:45am	“Radio Video”	Trevor Adams: Corporate Creative Director Beasley Media Group, Charlotte, NC
11:50-12:50pm	Lunch	
1:00-2:15pm	“Engineering: RF & IT”	Brad Humphries: Engineering Beasley Media Group, Charlotte, NC Nick Pinto: VP, Information Technology Beasley Media Group, Charlotte, NC
2:30-3:45pm	“Student to Superstar”	Beasley Media Group, Charlotte Jack Daniel: Program Director, K104.7 and Fox Sports Radio 94.7 Cameron Moore Air Talent/Program Director KISS FM- Asst PD Music Director WSOC FM Leslie Baylor: Promotions Director, WPEG/WBAV Krista Stout: General Sales Manager John “JT” Tillman: Imaging & Production Dir. Alexis Zarycki: Digital Program Director
4:00-5:00pm	Social Hour at River Street Ale House with Industry Professionals	



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

FRIDAY, JUNE 10, 2022

6:00-9:00am	"Jared and Katie in the Morning" Broadcasting live from the George G. Beasley Media Complex	Jared & Katie 107.5 KZL Dick Broadcasting Greensboro/ Winston Salem, NC
9:00am	Announcements and Agenda Preview	Dan Vallie
9:15-10:15am	"Show Prep"	Jared & Katie
10:30-11:45am	"Music Scheduling – How and Why"	Cameron Moore Air Talent/Program Director KISS FM- Asst PD Music Director WSOC FM Beasley Media Group Charlotte
11:50-12:50pm	Lunch	
1:00-2:00pm	"Sports Broadcasting with Learfield"	Adam Witten Vice President Broadcast Operations Learfield Winston-Salem, NC
2:15-3:15pm	RAB Training Module: #17 – "Goal Setting and Time Management"	Dave Carwile President Charlotte Metro iHeartRadio Charlotte, NC
3:30pm	RAB Radio Marketing Professional Certification Exam	

SATURDAY, JUNE 11, 2022

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	"Marketing & Promotions – Doing it Right"	Sammy Simpson Brand/Content Manager Capitol Broadcasting Raleigh, NC
10:30-11:45am	"Podcasting"	Sheri Lynch Bob & Sheri Show K104.7 FM Beasley Media Group NOW! Media Charlotte, NC
11:50-12:50pm	Lunch	
1:00-2:15pm	"How to Get a Good Job"	Don Anthony Talentmasters Jockline Daily Morning Show Boot Camp Talk Show Boot Camp Atlanta, GA
2:30-3:30pm	Air Check Session Master Class	

MONDAY, JUNE 13, 2022

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	"How to Do a Great Talk Radio Show"	Bo Thompson WBT Morning Show Host 1110/99.3 WBT News/Talk Radio One Charlotte, NC
10:30-11:45am	"Today's News Radio: Put It Together and Deliver It"	Mark Garrison Host/Reporter 1110/99.3 WBT News/Talk Radio One Charlotte, NC
11:50-12:50pm	Lunch	
1:00-2:00pm	"On-Air Delivery, Inflection, Pacing, Communicating"	Chris Edge Director of Integrated Marketing Program Director/Air Talent That Station 95.7 Capitol Broadcasting Raleigh, NC
2:15-3:15pm	"Basics of Doing a Great Music Radio Show"	AJ Regional SVP, Programming Virginia-Carolina iHeartMedia Markets Group Charlotte, NC
3:30-4:30pm	Air Check Session Master Class	
4:45-5:45pm	Social Hour at River Street Ale House with Industry Professionals	

TUESDAY, JUNE 14, 2022

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	“Radio’s Digital Content Creation”	Clay Walker: 93.1 The Wolf/WPAW Director of Programming Operations Audacy, Greensboro, NC
10:30-11:45am	“Basics of Great Voice Work and Production”	John Causby: COO/Voice Over Talent The Groundcrew Recording Studios Charlotte, NC
11:50-12:50pm	Lunch	
1:00-2:15pm	“Adjusting from College to the Pros”	Hayden Taylor: Account Executive ESPN, Chicago, IL
		Lexi Hargesheimer: Air Personality 95.1 KISS FM, Beasley Media Group Charlotte, NC
		Rose Hawkins: Promotions Coordinator / Air Talent, WERO / Bob 93.3, 95.1 WRNS DBC Radio, Greenville Newbern, NC
2:30-3:45pm	“Producing a Radio Show”	John Moore, Producer 1110/99.3 WBT News/Talk Radio One, Charlotte, NC
4:00-5:00pm	Air Check Session Master Class	
5:15-6:15pm	Social Hour at River Street Ale House with Industry Professionals	

WEDNESDAY, JUNE 15, 2022

8:45am	Announcements and Agenda Preview	Dan Vallie
9:00-10:15am	“What the PD Looks for in You”	Mike Schaefer Program Director/ Radio One Charlotte, NC
10:30-11:45am	“What You Have to Know to be the Program Director”	Trevor Morini Vice President Programming iHeartMedia Raleigh NC
11:50-12:50pm	Lunch	
1:00-2:15pm	“You and Your Broadcasting Career”	Erica Farber President and CEO Radio Advertising Bureau New York, NY
2:30-3:00pm	Closing Comments	Dan Vallie