



Confer Radio Talent Institute

Bloomsburg University of Pennsylvania

Monday, July 10, 2017

12:30pm	Opening Comments	Dr. Jason Genovese Dept. Chair, Mass Communications Bloomsburg University of Pennsylvania
		Dr. James Brown Dean, College of Liberal Arts Bloomsburg University of Pennsylvania
		Kerby Confer Partner Forever Media Fort Mill, SC
		Dan Vallie President/Founder National Radio Talent System
	Announcements and Agenda Preview	Dr. David Magolis Associate Professor, Mass Comm., Bloomsburg University of Pennsylvania On-Campus Director, Confer Radio Talent Institute
100-2:15pm	<i>"Now is the Time to Start Thinking Like a Pro"</i>	Pierre Bouvard Westwood One/Cumulus New York, NY
2:30-3:45pm	<i>"Radio's Digital Content & Social Media"</i>	Kyle Anthony Program Director iHeartMedia Allentown
4:00-5:00pm	Social Hour at <i>West End Ale Haus</i> with Industry Professionals	
5:00pm	Dinner	

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



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Tuesday, July 11, 2017

8:45am	Announcements and Agenda	Dr. David Magolis
9:00-10:15am	RAB Training Module: #2 - <i>"Prospecting – Finding and Evaluating Prospects"</i>	Kristin Cantrell Owner/CEO CapCity Communications KY and Seven Mountains Media PA
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>	Kristin Cantrell
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>	Bobbi Castellucci Market Manager/General Manager Forever Media Inc. Altoona
2:30-3:45pm	RAB Training Modules: #7 – <i>"Understanding Competitive Media"</i> #8 – <i>"Why Radio"</i>	Ron Giovanniello Regional Vice President Cumulus Media Pennsylvania
4:00-5:00pm	Social Hour at <i>West End Ale Haus</i> with Industry Professionals	
5:00pm	Dinner	

***Evening Assignment: RAB Training Modules
#9 – *"Scheduling for Success"* and
#10 – *"The Role of Creative"***



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Wednesday, July 12, 2017 *Game on.....Mic on*

6:45am	Board Transportation to Philadelphia	
9:45am	Arrive at Citizens Bank Park	
10:00-11:00am	<i>"The Phillies and Sports Broadcasting"</i>	Rob Brooks Manager of Broadcasting Philadelphia Phillies
11:00-12:00pm	<i>"Sports Broadcasting"</i>	Scott Graham Sports Broadcaster Westwood One Philadelphia
12:00-1:00pm	Lunch	
1:15-2:30pm	<i>"Programming Sports Talk Radio"</i>	Spike Eskin Program Director SportsRadio 94 WIP-FM / Phillies 24/7 Philadelphia
3:00pm	Depart Philadelphia and return to the Bloomsburg University campus	

***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 13, 2017

8:45am	Announcements and Agenda Preview	Dr. David Magolis
9:00-10:15am	RAB Training Modules: #12 – <i>“Addressing Objections and Closings”</i> #13 – <i>“More Sales through Buyer Style Identification”</i>	Dave Davies Vice President/Market Manager Forever Media Inc. York/Hanover
10:30-11:45am	<i>“How to Get In and Win”</i>	Michael Young Senior VP & Market Manager CBS Radio Pittsburgh
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>“Marketing and Promotions - Doing It Right”</i>	Barry Dawson Promotions Director and On-Air Talent 100.7 WLEV and WCTO-FM/Cat Country Cumulus Media Allentown
2:30-3:45pm	<i>“Engineering: RF & IT”</i>	Lynn Deppen President Forever Media Pittsburgh
4:00-5:00pm	Social Hour at <i>West End Ale Haus</i> with Industry Professionals	
5:00pm	Dinner	

***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 14, 2017

6:00-8:50am	Magic 98.3 WMGQ <i>live</i> from the Bloomsburg University Campus	<i>Joel and Maryann in the Morning</i> Magic 98.3 Beasley Media Group Middlesex/Somerset/Union, NJ
9:00am	Announcements and Agenda Preview	Dr. David Magolis
9:10-10:15am	<i>"Show Prep"</i>	Joel and Maryann
10:30-11:45am	RAB Training Module #17: <i>"Goal Setting & Time Management"</i>	Scott Cohagan General Manager WFGE, WBUS, WMAJ, WQWK AM, WRSC-AM Forever Media State College
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Student to Superstar"</i>	Rob Roberts Operations Manager / Program Director WWWQ-Q100; WNNX-Rock 100.5; WYAY-NewsRadio 106.7; WHKX-Kicks 101.5; Oldies 98.8 Cumulus Media Washington DC
2:30-3:45pm	RAB <i>Radio Marketing Professional Certification Exam</i>	
4:00-5:00pm	Social Hour at <i>West End Ale Haus</i> with Industry Professionals	
5:00pm	Dinner	



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Saturday, July 15, 2017

8:45am	Announcements and Agenda Preview	Dr. David Magolis
9:00-10:15am	<i>"Music Scheduling – How and Why"</i>	Mike "OD" O'Donnell Operations Manager Entercom Communications Wilkes-Barre/Scranton
10:30-11:45am	<i>"The Social Media Future of Radio"</i>	Rob Z Owner Happy Valley Social Media Happy Valley, PA
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"How to Get a Good Job"</i>	Jon Zellner Senior VP, Programming iHeartMedia New York, NY
2:30-3:15pm	Air Check Sessions	



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Monday, July 17, 2017

5:00-9:00am	<i>RJ Harris in the Morning w/Bill & Holly live from the campus of BloomU</i>	RJ Harris Host WHP 580 News iHeartMedia Harrisburg Bill Mead News Director Holly Love Morning Show Host
9:00am	Announcements and Agenda Preview	Dr. David Magolis
9:10-10:15am	<i>"How to Do A Great Talk Radio Show"</i>	RJ Harris
10:30-11:45am	<i>"Today's News Radio...Put it Together and Deliver It"</i>	Pat Farnack Midday Anchor WCBS CBS Radio New York, NY
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Basics of Doing a Great Music Radio Show"</i>	Dave DiRienzo Air Talent/Music Director Max 102 FM/ WMQX Entercom Radio Wilkes-Barre
2:30-3:45pm	<i>"On-Air Delivery, Inflection, Pacing, Communicating"</i>	Sara Lauer Program Director/Air Talent B94.5FM WBHV Seven Mountains Media State College
4:00-4:45pm	Air Check Sessions	
5:00pm	Dinner	
6:00-7:00pm	Social Hour at <i>West End Ale Haus</i> with Industry Professionals	



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Tuesday, July 18, 2017

8:45am	Announcements and Agenda Preview	Dr. David Magolis
9:00-10:15am	<i>"Writing for Radio"</i>	Andy Berkowitz Production Director WFGY-FM; WALY-FM; WRKY-FM; WWOT-FM; WFBG-AM/ WVAM-AM Forever Media Inc. Altoona
10:30-11:45am	<i>"Basics of Great Voice Work and Production"</i>	Pat Garrett Radio Imaging Specialist Pat Garrett Creative Baltimore, MD
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"On-Air: Developing Your Voice, Your Style... You"</i>	Doc Medek <i>"The Doc Show with Jessie"</i> Froggy 101 Entercom Communications Wilkes-Barre/Scranton Sean Medek On-Air Talent, 98.5KRZ Production Assistant, Froggy 101, MAX 102, WILK News Radio Entercom Communications Wilkes-Barre/Scranton
2:30-3:45pm	<i>"Adjusting From College to the Pros"</i>	Gabriella Loielo Air Talent, Big Froggy 105.3 WFRB Forever Media Inc. Cumberland Jack Fritz Producer, 94.1 WIP Sports Radio CBS Philadelphia
4:00-4:45pm	Air Check Sessions	
5:00pm	Dinner	
6:00-7:00pm	Social Hour at <i>West End Ale Haus</i> with Industry Professionals	



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Wednesday, July 19, 2017

8:45am	Announcements and Agenda Preview	Dr. David Magolis
9:00-10:15am	<i>"What the Program Director Looks for in You"</i>	Jeff Hurley Senior Vice President of Programming iHeartMedia Harrisburg, Allentown, Lancaster, Reading, Williamsport, Wilmington, Salisbury-Ocean city
10:30-11:45am	<i>"What You Have to Know to be the Program Director"</i>	Brian Check Senior Vice President Programming WDAS AM/FM, WIOQ, WISX, WRF, WUSL iHeartMedia Philadelphia
11:50-12:50pm	Lunch	
1:00-2:15pm	<i>"Getting in, Becoming an Entrepreneur"</i>	Kerby Confer Partner Forever Media Fort Mill, SC
2:30-3:00pm	Closing Comments	Joe Conti President Pennsylvania Association of Broadcasters, Hummelstown