

October 27, 2012

	Room 1	Room 2	Room 3
8:30-9:00am	Registration/ Breakfast		
9:00am-10:00	Music Licensing and Webcasting Royalties Fritz Kass	Building a News and Information Program Len Mailloux Lisa Ritchie Jerry Barmash John Murphy	Internship Workshop Cliff Hesse Lenny Green
10:10-11:10	On-Air Workshop Lenny Green Alix Quintero Ephrem "DJ Enuff" Lopez	Interview Techniques for Radio & TV Lisa Ritchie Jerry Barmash	FCC Q&A Allen Myers Fritz Kass
11:20-12:20	Marketing & Promotion: Creating your station's image Len Mailloux Lisa Ritchie Alix Quintero Bill Plax	Radio Promotion & Distribution: Pop Dance John Parker Cary Vance Geronimo Kim Sozzi JES	Underwriting and Fundraising John Murphy
12:30-1:30	LUNCH		
1:40-2:40	Role of Women in Media Beth Preminger Lisa Ritchie	The Business of Sports Nick Bayiokos	Radio Today and The Future Fritz Kass Len Mailloux Allen Myers Jerry Barmash John Murphy
2:50-3:50	Radio Promotion & Distribution: Indie & Rock E. Michael Harrington Jann & Anne Klose Munsey Ricci	Radio Imaging & Production Techniques Bill Plax	New Media: Webcasting, Podcasting & Social Media John Murphy Lisa Ritchie
4:00-5:00	Voice Over and On-Air Performance Andrew Torres Bernie Wagenblast	Radio Station Programming and Formats Lenny Green Geronimo & Alix Quintero	

*Room locations to be determined