

MSBC VOL 16

Presented By Talentmasters



DEVELOPING A PURPOSE DRIVEN MORNING SHOW: Former Yahoo solutions guru **Tim Sanders** offers exclusive tips on how to choose, connect and create "cause" driven shows; how to market and manage them, plus, learn how PDMS's have improved their value along the way.



CLASS FOR CASH: More and more colleges are hiring personalities for radio or media studies because only they can provide students with real life experiences. Here's your chance to turn something you do every day into extra money or even a unique form of research. *Presented by Vinny Marino.*



PRODUCERS FORUM: An extra special panel of some of radio's most powerful and respected producers reveal some of their all-time top secrets and favorite techniques for staying on top. SCHEDULED PANELISTS: **Tommy Sablan** The Jeff & Jer' Show/San Diego, **J.C. Fernandez** Mix/Las Vegas, **Drew Curtis** FARK.COM, **Steve O** KDWB/Minneapolis, **Mike Jones** - The Bob River's Show/Seattle. *Moderated by Jake Ray*



WOMEN'S FORUM - 20 YEARS LATER: A candid discussion on their careers, present, past and future. SCHEDULED PANELISTS: **Tara** - The Wolf/Dallas, **Virginia** WLDI/West Palm, **Corey Foley** - The Wolf/SF, **Dana DiDonato** WBLI/Long Island *Moderated by Erica Farber R&R*



MANAGING YOUR BRAND IN A YOU TUBE WORLD: This special presentation will cover everything from TV Appearances, Billboards and Commercials, plus Websites. Topics include "The Right Approach To Being Interviewed." Learn how to "Prepare and Control The Results." Find out "The Most Effective Body Language," i.e. facial expressions, hand motions, even what to wear. *Presented by Paul Connell PMC Brand Management*



BATTLE OF THE BITS XI: Prizes this year include a *New iPhone - Premiere, GPS Unit - The Complete Sheet (appx. value \$500) 3 Jingle Packages - TM Studios (valued at \$1500), Maui Jim Sunglasses (valued at \$300) Pair of MBT Shoes - MBT Shoes (valued at \$275), \$100 Starbucks Card - from Paul Anderson - Case of LaraBars, Set of DVD's From "Weeds," courtesy of Envision Radio Networks AND MORE!* *Moderated by Johnjay & Rich*



20 ESSENTIALS OF BECOMING A SUCCESSFUL MORNING SHOW: Learn the secrets behind some of the greatest morning shows in radio. GUESTS INCLUDE: **Ace & TJ, Bert Weiss, Bob Rivers, Brother Wease, Chio, Dave Ryan, Dwyer & Michaels, Free Beer & Hot Wings, Johnjay & Rich, Kelly Ford, Kevin & Virginia, Lamont & Tonelli, Paul Castronovo, Skip Mahaffey.** *Moderated by Ross Brittain*



20 MORE THINGS YOU NEED TO KNOW ABOUT PPM: Last year was just the start. Come hear the latest news and insights regarding the Portable People Meter. SCHEDULED PANELISTS: **Rick Cummings** Emmis Broadcasting/Los Angeles, **Tom Taylor** Radio-Info.com Philadelphia, PA, **Gary Marince** Arbitron, Maryland **Jaye Albright** Albright & O'Malley / Seattle. *Moderated by John Stevens / Paragon Media Strategies*

Choose One



FORMAT FORUMS:

- >>AC - Panelists: **Mark & Mercedes, Jo & Twiggy & Gary Bryan** Mod. By **Mike McVay**
- >>Country - Panelists: **Tony Lynn, Chad Mitchell,** other tba Mod. By **Skip Mahaffey**
- >>CHR - **Bob Dumas, Roula Christie, Kendall B & Larry Ulibarri, Brad Booker, AJ, Fish** Mod. By **Dave Ryan**
- >>Rock - **Mikey, Eddie Pappani, Woody & Wilcox, Wille B** Mod by **Bill Allred**



10 STEPS TO BECOMING RADIO'S NEXT MILLION DOLLAR PERSONALITY: As a follow-up to one of our most popular session ever, we're most pleased to present 10 Steps to Becoming Radio's NEXT million dollar personality; a new decade, a new time, a whole new presentation from one of MSBC's most beloved speakers, **Jerry Cesak** (of Jeff & Jer') one of radio's most successful personalities.



CAREER & LEGAL FORUM: Special 2-hour CAREERS/LEGAL FORUM dedicated to career management and various legal issues you need to know about. And who better than a group of some of radio's most powerful attorneys, agents, managers & programmers to lend their input and advice. GUESTS INCLUDE: **Bob Eatman** - Attorney/Agent, **Paul Anderson** - Attorney/Agent Seattle, **Glenn Goldstein** - Attorney/Agent Los Angeles, **Matt Miller** - Agent Chicago, **Steve Linett** Attorney/Agent, **Bob Call** VP/KYGO Denver, **Lee Larsen** SVP/Clear Channel Denver, **Paul Franklin** - Financial Advisor, **Ken Davis** - CPA, **Heather Cohen** - Eric Weiss Agency New York, **Jason Insalaco** Attorney/Agent, **Karen Hansen** - Paul Anderson Group Seattle, **Jimmy Steele** - Clear Channel San Diego, **Joe Bevilacqua** - Clear Channel Denver



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