

RADIO PROGRAMMING WORKSHOP

JUNE 21 • 9:30AM-3:30PM • A MUST FOR RADIO PROGRAMMERS

MORNING SESSION:

2018 RADIO TRENDS

Detailing the most important radio programming trends in 2018 – and how your stations will benefit:

- Radio is immersed in a digital universe. What part do you occupy and how can you benefit from taking a larger share?
- There's incredible growth of smart speakers like Echo and Google Home. How are they used and how can they enlarge a station's audience? There are many ways to access content – how do you monetize them?
- Millennials are the second largest generation, spending as much time listening to radio as their parents. What formats do they like...what do they want and not want from terrestrial radio?
- Podcasting is becoming the "new" radio. What content is best and how to make it profitable
- Traditional radio's newest competitor will be ATSC 3.0 (it's not just for TV) and it will revolutionize the future of radio listening. What you need to know.
- How to grow Non-Traditional Revenue with station events and digital initiatives



John Lund

AFTERNOON SESSION:

PROGRAMMERS GRAD SCHOOL!

Fast moving and stimulating, this session details everything radio programmers need to know about getting more listeners and higher ratings in 2018's digital world. Learn to utilize innovations in research, streaming, mobile apps, digital and social advancements, in addition to the essential basics to dominate Nielsen diary methodology

- New ideas and promotions
- America's top formats; who listens and why?
- Branding, and talent coaching. How to map out a great morning show!
- Tactics for improved audience engagement.
- Appointment listening: What is it, how to facilitate it, and why is it important?

John Lund is President of The Lund Consultants and Lund Media Research, providing consulting and research to Radio stations, Television networks and other media for over 20 years. The Lund Consultants offer consulting for all mainstream Radio formats with Lund Media Research conducting media research and perceptual studies worldwide. Both companies assist Radio stations throughout the US and Canada. John is a regular speaker at broadcast meetings, state and national broadcast conventions and corporate meetings. He publishes The Lund Letter, a weekly e-newsletter that reaches more than 9,000 broadcasters.

RADIO PROGRAMMING WORKSHOP REGISTRATION

9:30am - 3:30pm Radio Programming Workshop

Includes Lunch

Station _____ City _____

Registration Fee: *Member Station.....\$40.00/per person
Non-Member Station.....\$60.00/per person

TOTAL: \$ _____

Name _____ Title _____ Lunch: _____

Name _____ Title _____ Lunch: _____

Name _____ Title _____ Lunch: _____

(Attach additional names if needed)

* 2018 Dues Paying Station

REGISTRATION DEADLINE: JUNE 14

WEST DES MOINES MARRIOTT • 1250 JORDAN CREEK PARKWAY, WDM