

2010 WALKER BROADCAST MANAGEMENT INSTITUTE

The Walker Broadcast Management Institute (formerly the WBA Foundation Management Institute) is now in its 13th year. The Institute completed its fourth 3-year management education cycle in 2009. The 2010 Institute will begin a new 3-year cycle. The Management Institute is designed for broadcast managers and those seeking or being prepared for broadcast management positions...

May 11, 2010

Financial Management for Broadcasters

- What are the elements of basic financial statements?
- Where do you find the most useful financial information?
- How do you evaluate that information?
- How do you create a budget plan?

Presented by Thomas A. Walker, president of Mid-West Management, Inc. Tom served as the chief financial officer for more than 25 radio stations under the Mid-West Family Radio umbrella. He has an MBA from UW-Madison and has served as a lecturer for the University's School of Business and as a senior manager for KPMG Peat Marwick. Tom is a graduate of the first 3-year sequence of the Walker Broadcast Management Institute and has developed this Institute's financial management module exclusively for broadcast managers and those preparing for management-level positions in radio and television broadcasting.

May 11, 2010 (evening)

Dinner with group – place to be announced

May 12, 2010

Creating Strategic Thinking to Get Results

- Stay on top of the world and out of the pits
- Find the most powerful thing to say "Yes"
- The secret to group creativity
- Creating ideas: Stare at a piece of paper until your forehead bleeds
- Find and polish a gem of an idea
- Bonus (time permitting): How to make an ad that stinks

Presented by Barry Callen, Barry Callen, a marketing communications firm. His checkered, pre-advertising career has involved many a medium: telethon director, newspaper promotion director, printing salesman and serving as the Number One marketing expert for Askme.com for all but two days of one year. He brings 20 years of experience as an ad writer and creative director to this module.

May 12, 2010 (evening)

Dinner with group – with speaker (previous speakers have included former Wisconsin Governor Tony Earl, former Congressman Scott Klug and Shirley Abrahamson, Chief Justice of the Wisconsin Supreme Court)

May 13, 2010

How to Work More Effectively with People

- What is emotional intelligence?
- Why is it so important for work teams?
- How do you have a conversation that works?
- How to use your influence and handle conflicts?

Presented by Kathryn Jeffers, author and corporate coach. Kathryn is renowned for teaching people how to interact effectively. She holds a Master's Degree in Communications and consistently rates as one of the top instructors at the UW-Madison School of Business, where she is an adjunct faculty member in Executive Education.