



Cape Cod Community College and  
WKKL 90.7 FM present the



# Cape Cod Radio Conference April 12, 2008

## Schedule of Events • 9:45am-3:00pm

### Ongoing:

- Sign up for individual meetings to discuss your potential in the radio industry. Ten-minute sessions where professional broadcasters give feedback on your demo tape. Email early to reserve your space or sign up at the reception desk.
- Be on the radio with WKKL! Join your host for a tour of the Makkay Broadcasting Center and observe an on air broadcast on WKKL! Sign up at the reception desk.

### 9:45-10:15am

Registration and refreshments  
*Tilden Arts Center Lobby*

### 10:15-10:30am

**Conference Welcome with CCCC President  
Kathy Schatzberg and CCCC Radio  
Conference founder, Lisa Zinsius**  
*Tilden Arts Center Lobby*

### 10:40-11:20am

• **Secrets of a Successful Morning Show**  
From preparation to execution – learn the secrets of some of the areas successful morning shows!  
**Cat** – Cool 102's "Kevin and Cat"  
**Ed Lambert** – WXTK's "Lambert in the Morning"  
**Stephanie Viva** – 96.3 the Rose "Dan and Stephanie in the Morning"  
**Kevin Matthews** – WCOD's "Kevin and Company"  
WKKL Representative: **Steve Haugh**,  
Program Director  
*Tilden Arts Center Lobby*

### • Intro to Adobe Audition and Production

Professional broadcasters show you tricks of the trade.  
**Brad Martin** - Quantum Communications  
**Steve Oney** - CCRMT  
WKKL Representative: **Matt Zaniboni**,  
Music Director  
*Makkay Broadcast Center*

### 11:30-12:10pm

• **Writing for the Media**  
From news to public relations to radio programming, it all starts with great writing. Award winning professionals share their experience and share tips on making your writing memorable.  
**James Kershner** - Journalism Professor  
**Matt Pitta** - Associated Press  
**Len Mailloux** - IBS Vice-President  
**Mindy Todd** - WCAI, WZAI, WNAN's *The Point*  
**Mark Mumford** - Quantum News  
WKKL Representative: **Wally Brennan**  
*Tilden Arts Center Lobby*

### • The Business of Radio

The announcers get the glory, but who is really making the money? Media professionals explain how to make money in this exciting field.  
**Steve McVie** – Director of Operations  
Quantum Communications  
**Jake Demmin** – General Manager, Nassau Broadcasting  
**Scott Gibbons** – Instructor NE Institute of Art, Announcer B101  
WKKL Representative: **Matt Trott**  
*Makkay Broadcast Center*

### 12:20-1:00pm

• **Publicity, Marketing and Promotions**  
Currently, large companies are hiring Communication majors over business majors – why? An understanding of promotions, marketing, and public relations not only helps your radio station, but the marketing of your own talents as well.  
**Gretchen Moran** – Director of Promotions, Nassau Broadcasting  
**Matty B** – Announcer, Pixy 103  
**LoriLori** – Announcer, Pixy 103  
**Michael Gross** – Public Relations and Marketing Director, CCCC  
WKKL Representative: **Brenda Dinis**,  
Underwriting Director  
*Studio Theater, Tilden Arts Center*

### • Creativity in Radio: Interviews, Radio Dramas, and Documentaries

Creative radio uses imagination. Our talented panelists show how you can charge your creative juices!  
**Len Mailloux** - IBS Vice-President  
**Steve Oney** - Cape Cod Mystery Theater  
**Mindy Todd** - WCAI, WZAI, WNAN's *The Point*  
**Brian Morris** – Correspondent WCAI  
**Suzanne Tonaire** - Program Director, Pixy 103  
**Bill Wilhelm** - WATD Sports Director  
WKKL Representative: **Slader Merriman**,  
Radio Club Co-Advisor  
*Tilden Arts Center Lobby*

### • Production Magic, Podcasting, and Time-Shifting

Audio Production software and technology are rapidly evolving. This workshop covers a range of materials in the production arena.  
**Bumper Morgan** – Operations Manager, Nassau Broadcasting  
WKKL Representative: **Justin Peters**  
*Makkay Broadcast Center*

### 1:10 -1:50pm

• **Creating a Killer Radio Show**  
Some of the areas most popular announcers share their secrets!  
**Suzanne Tonaire** - Program Director, Pixy 103  
**Kevin Matthews** - Program Director, 106 WCOD  
**Matty B** - Pixy 103  
**Stephanie Viva** - 96.3 The Rose  
WKKL Representative: **Max Manning**  
*Studio Theater, Tilden Arts Center*

### • Behind the Scenes: Who makes the "Magic" Happen?

There are many other jobs in media besides being in front of the microphone or camera. This forum discusses the importance of being "behind the scenes."  
**Brian Morris** – Correspondent WCAI, NPR  
**Bill Wilhelm** - WATD Sports Director  
**John Braden** – Operations Manager WOMR  
**Gretchen Moran** - Nassau Broadcasting  
WKKL Representative: **Amber Voner**  
*Makkay Broadcast Center*

### 2:00--3:00pm

• **Careers in Broadcasting and Media**  
Careers in media extend beyond the announcer. This forum begins with some sound career advice from professionals in the field. It is also set up for informal roundtable discussions and networking with professionals in various areas of the media. Discuss internship and job options over refreshments, have your demo critiqued, or simply meet professionals in the field. Also:  
**The 2008 WKKL Radio Awards Announced!**  
*Tilden Arts Center Lobby*

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## Who's Who? Conference Bios

### **Matt Pitta - The Associated Press**

Matt Pitta has been a broadcast journalist for 17 years, covering news events ranging from the crash of John F. Kennedy Jr.'s plane off Martha's Vineyard to the 2004 presidential election. He began his career as a talk show host and news anchor in WLLH in Lowell while still a student at Boston University's College of Communication. While attending law school in Springfield, Pitta worked as a sports play-by-play announcer at WLLH and news editor and producer at WBZ Radio in Boston.

In 1994, he moved to Cape Cod where he anchored the morning news on WXTK in West Yarmouth. Pitta later moved to WQRC in Hyannis where he anchored the station's morning news and served as News and Public Affairs Director. While at WQRC, he won two Edward R. Murrow awards for broadcast news excellence and more than 30 Associated Press news awards

In 2003, Pitta began working as a regional broadcast editor and reporter for The Associated Press, where he's covered the 2004 presidential campaign and the Rhode Island nightclub fire, among other stories.

### **Ed Lambert - Morning Announcer, WXTK**

Ed Lambert started with WXTK in 1994, and been doing the weekday morning show ever since. He has had various partners over the years, and now 'Ed Lambert in the Morning' has Gino Montessi joining him on Tuesdays and Thursdays. Ed has been in commercial real estate development for the past 30 years, before that he was in commercial banking. A retired Navy Captain, Ed served 29 years both on active duty and the reserves in the Intelligence business. Ed lives in Centerville with his wife and the "Brady Bunch five". His wife, Sandra, and daughter, Shaunna, own a women's clothing store in Hyannis.

### **Mindy Todd - Host, WCAI 90.1, WZAI 94.3 and WNAN 91.1's *The Point***

Mindy Todd hosts *The Point* on WCAI 90.1, WZAI 93.4 and WNAN 91.1, examining critical issues for Cape Cod and the Islands. Todd brings more than 25 years of radio and television experience to the job. Todd began her broadcasting career at WARE in Ware,

Massachusetts as a midday DJ. She moved to morning drive in a few months, making her one of the few women with her own morning show in 1981: Todd has been a radio disc jockey, news anchor, program director, traffic reporter, ski reporter, and talk show host. In TV, she has been a reporter and news anchor in Northern New England, Indianapolis, IN and Nashville, TN. She lives with her husband, daughter, two dogs, and cat in Falmouth, Massachusetts.

### **Bill Wilhelm - WATD Sports Director**

Bill Wilhelm has won numerous awards from the Associated Press and the Mass Broadcaster's Association, including the AP Massachusetts Award for Best Sports Play-by-Play for Small Market Radio in New England. He is the morning drive sports announcer on WATD Marshfield and hosts "The Sports Exchange" talk show on Sunday Evenings. In addition to announcing play-by-play for many local sporting events, Bill interviews athletes from standout high school players to major league sports figures. Bill has interviewed Red Auerbach, John Havlicek, Chris Evert, Martina Navratilova, Larry Bird, Kevin McHale, Robert Parrish, Bob Feller, Brooks Robinson, Tug McGraw, Bill Lee, Bert Campaneris, as well as the current crop of Red Sox Players.

### **Jake Demmin - General Manager, Nassau Broadcasting**

Jake is a 26-year career radio broadcast sales professional who graduated from Emerson College in 1982. He has worked in mostly top 50 markets, and sold more than 17 million dollars of radio time, Jake has been sales managing for the past 14 years. Prior to coming to the Cape, Jake was the Director of Sales for Entercom in Kansas City where he was responsible for 8 stations, 60 sales people, 7 sales managers and more than 38 million dollars in Revenue. Cape Cod is the smallest market Jake has worked in, but states "the experience has been invaluable. I feel I possess a unique perspective I can share with students that includes both large market, and now small market experience."

### **Len Mailloux - IBS Vice President, Instructor of Digital Media Production at The New England Institute of Art, Brookline.**

Len Mailloux M.Ed. is a 30-year broadcast veteran having worked in top ten markets such as Dallas, TX and Boston. He is now on the Communications faculty at Simmons College where he is helping to start an internet radio station

and teaches adjunct at The New England Institute of Art where he also serves as Faculty General Manager of the school's internet station, All Independent Radio. Len also works as a voice-over artist with clients that include The Library of Congress, Motorola, Mitsubishi, Boston University Medical Center and many others.

### **Steve McVie Solomon - Director of Operations, Quantum Communications and Midday Personality, 96.3 The Rose**

As Operations Director for Quantum Communications, Steve oversees all programming and day to day operations of WRZE, WCIB, WCOD, and WXTK. Steve also handles the midday shift at 96.3 The Rose. Steve began his full time career upon completion of his Bachelors Degree at Bryant College. He began as nighttime DJ at the original "Cape 104" WKPE right here on Cape Cod in May of 1985. With stops in Hartford, CT, The Jersey Shore, and Portsmouth, NH his career has evolved from DJ to Music Director then Program Director, and now includes his Operations Manager role as well as consulting for several other Quantum stations in the southern states.

Steve also has a business with his wife, singer songwriter Liz Solomon. McVie Productions is a local DJ, Karaoke, and Media Services company available at [McVieProductions.com](http://McVieProductions.com).

### **Cat - Promotions Director Quantum Communications and Radio Personality, Cool 102**

Mass Broadcasters award winner Cat started her broadcasting career at the age of 16 and has been heard on the air in Wisconsin, Georgia, Washington, and Massachusetts. Cat spent 3 years in college radio in Ripon Wisconsin hosting an alternative radio show plus writing and producing original radio dramas. Drawn back to hometown on Cape Cod, Cat became creator and Producer of "The Cheap Seats" – an independent New England based music show on WKPE. This popular program ran seven years on WKPE and earned Cat prestige as a Mass Broadcasters award winner. Cat has been heard all over the Cape Cod airwaves – on Cool 102, 96.3 The Rose, Pixy 103 and 104.7 WKPE. Cat is currently Promotions and Marketing Director for Quantum Communications and can be heard mornings on Cool 102.

### **Michael Gross - Public Relations and Marketing Director, Cape Cod Community College.**

Associated Press Award winner Michael Gross started in radio when he was 15 years old. He helped build a college

radio station at the University of Southern Maine- starting out as a low-powered "pirate" radio station broadcasting out of a dorm room until the college recognized their station as a "legit" student club. Michael's voice has been heard on CNN and he earned the Associated Press and Maine Press Association to News Awards including News Broadcaster/ Program Director of the Year. His State House news reporting work on Maine's powerhouse Adult Contemporary station WABK pulled in Arbitron 40-1/2 shares in afternoon drive. Michael voice is heard on local radio as the voice of Cape Cod Community College, where he is Public Relations and Marketing Director.

**Suzanne Tonaire (The Rock Babe) - Pixy 103 and Program Director Nassau Broadcasting LLC, Cape Cod**  
Suzanne 'the Rock Babe' Tonaire has been a broadcaster for 25 years. Most of those years have been spent as Program Director at Cape Cod's Rock - PIXY 103, where she is also responsible for launching the station in 1987. The Rock Babe is the Midday personality on PIXY 103. Suzanne also helps the local music scene by playing 'indie and unsigned' bands on Homegrown, Sunday nights from 10pm-Midnight on PIXY 103. She also plays keyboards and sings in the rock band, Radio Silence. Recently, she was awarded with a medal of honor from the American Red Cross for her community service.

**Stephanie Viva - Morning Drive Personality, 96.3 The Rose**  
Stephanie has shown success on Cape Cod as a morning personality with Qantum Communications. After graduating from UMass Amherst, Stephanie served as a communication specialist in the United States Army. Stephanie is married with a slew of kids and lives here on the Cape. You can hear her weekday mornings as part of the Dan and Stephanie morning show on 96.3 the Rose.

**Jim Kershner - Professor of Journalism, Cape Cod Community College**  
James W. Kershner teaches journalism at Cape Cod Community College. He is the author of *The Elements of News Writing*, published by Allyn & Bacon. During a 30-year newspaper career, he worked for six newspapers, including the *Providence Journal*, Carlisle (PA) *Sentinel* and the *Cape Cod Times*. He was executive editor of four weeklies on Cape Cod owned by the Community Newspaper Co. His work has appeared in various newspapers, including *The Christian Science Monitor*.

**Kevin Matthews - Program Director and Morning Personality, 106 WCOD**  
Kevin started in radio at FUN 107 & WBSM in his hometown of New Bedford, MA in July of 1989. He spent about seven years in many capacities: intern, overnights, part-time AM news, middays, Music Assistant, Promotions Assistant and Promotions/Marketing Director.

Kevin left early in 1996 to have a cup of coffee at WHYN-AM & FM in Springfield, MA. Then returned to FUN 107 to be a morning show co-host. Kevin then got a job in 1997 at 96.3 THE ROSE here on the Cape spending six years there doing nights, middays and then eventually mornings and Program Director.

Cape Cod is also the place that Kevin met his best friend and the love of his life, his wife, Rachel. They moved to New Hampshire and Kevin took a job at 107.1 WERZ in April 2003 as member of the morning show, "2 Guys And A Girl." But, since he and Rachel missed home on the Cape so much, Kevin has returned to be Program Director and Morning personality on 106 WCOD.

**Brad Martin - Production Director, Qantum Communications**  
Brad started his radio career in 1985 in Riverhead, Long Island, WRCN. His other radio station stops: WPXY-Cape Cod, WHCN-Hartford, CT, WAQY-Springfield, MA, WGIR-Manchester, NH, WROR-Boston, MA, WPLM-Plymouth, MA, WFHN-Fairhaven, MA, WWBB-Providence, RI, and WCIB-Cape Cod

Brad is Production Director for Qantum Communications and afternoon drive personality on Cool 102. A true music effienato, Brad brings a wealth of music knowledge to his listeners. As production director for Qantum communications, Brad is responsible for working with clients and personalities in the production studios, and creating the advertisements that run on the four Cape Cod Qantum stations.

**Matty B - Night Announcer, Pixy 103**  
Matt graduated from Hofstra University in 2004 with a Bachelor of Arts in Audio/ Radio Communications. While there he was an employee of the student run campus radio station WRHU-fm, the oldest non-commercial radio station on Long Island, New York. After college he began doing promotions for the Boston active rocker WAAF-FM, one of the most promotionally active stations in the country. In late 2005, he was hired part time at PIXY 103 on Cape Cod and

quickly climbed the ranks from weekends to weeknights bringing his own brand of off-color humor and wit to the airwaves. He currently continues as WPXC's nighttime jock on PIXY 103. Where will he end up next? Only time will tell.

**Scott Gibbons - Announcer**  
Scott Gibbons is as announcer for B101 and 93-3 Coast FM and teaches courses in Communication at the New England Institute of Art in Brookline Massachusetts. Scott grew in Framingham and has worked at stations in Framingham, Springfield, Hyannis, and Boston. His voice has been heard coast-to-coast on National Radio Network. Scott served as Operations Manager, Program Director, and Production Director for WKOX AM-1200 in Framingham, and also has been heard on WVBF 105.7 FM, Boston.

**LoriLori - Announcer, Pixy 103**  
LoriLori has been on air for 21 years and has been heard all over the Cape airwaves. LoriLori has been with PIXY 103 for the last 4 years. She is on the air every Saturday on PIXY from 2pm to 7pm and occasionally fills in for the Rock Babe. She is active in community theatre and plays guitar for fun.

**Gretchen Moran - Director of Promotions, Nassau Broadcasting**  
Gretchen Moran has been in broadcasting since 1999 and has worked in three radio markets; here on Cape Cod since 2001, the New Hampshire Sea Coast area - Portsmouth market, as well as Boston on the WAAF Hill-man morning show. Gretchen holds a BS from UMass Amherst 1992 and completed the Broadcasting Program at Connecticut School of Broadcasting in 1999. She has served in all areas of the radio station including on-air, production, traffic manager, and is currently the director of Promotions for Nassau Broadcasting.

**Steven Oney - Cape Cod Radio Mystery Theater**  
Steven Oney is founder and author of Cape Cod Radio Mystery Theater, a grassroots theater group operating on the Cape since 1982. From its inception, the group's primary goal has been to help revive the genre of Radio Theater by producing a series of original radio mysteries and thrillers. CCRMT's first broadcasts were over WKKL. The series has since been aired on commercial stations and on more than 220 NPR stations. It is also sold in bookstores



nationwide (Highbridge Company, St. Paul). Oney is the recipient of a Raven Award from the Mystery Writer's of America.

**Brian Morris - Correspondent WCAI, Cape and Islands NPR**

Brian Morris is Outer Cape Correspondent for WCAI, the Cape and Islands NPR Stations. He produces feature reports and news stories for the station, and is the on-air local host of "Weekend Edition Saturday" and "Car Talk" on Saturday mornings. Brian also is the producer of WCAI's "Nautical Minutes," an ongoing series of audio vignettes spotlighting Cape Cod's maritime history, nautical occupations and hobbies.

Brian also spent 6 years as a field producer for "The Osgood File" with Charles Osgood, a daily, nationally-syndicated segment aired on the CBS Radio network.

He also owns Morris Creative Services, a full-service audio production company in North Eastham. The company produces radio jingles, voice-overs, audio books, and original music for radio and television.

**Bumper Morgan - Production Director and Radio Personality, Nassau Broadcasting**

Bumper Morgan is the Production Director/Operations Director for Nassau Broadcasting's Frank FM & Pixy 103. Born and raised in the hot desert climate of Phoenix, Arizona, the radio bug bit him in his early teens after he received a cassette recorder as a birthday gift. At age 16, his first job was at KRIZ, Phoenix. His duties included a weekend air-shift, production chores, and making daily appearances promoting McDonald's banana milk shakes, dressed in a gorilla costume.

Since then, his radio travels have successfully employed him in Amarillo, Odessa-Midland and San Antonio, Texas. Louisville, Pittsburgh, New Orleans, Cleveland, Nashville (for 15 years) and Cape Cod since 2002. Bumper Productions allows him the luxury of working out of his home studio, imaging radio stations in Holland, Belgium, Japan, Panama, Guam, Norway, Power Pig-Tampa, WGCI-Chicago, Alice 106-Denver, Hot 102-Milwaukee, WBLS-NYC, Y107-Nashville, Atlantic 252 in Ireland.

His many hobbies include DX'ing the am/fm dial, collecting rare airchecks, kayaking the beautiful inlets in and around Cape Cod, and cooking Mexican food. Bumper and Kim have 3 really smart kids, a dog named Doc and have been happily married since 1988.

**John Braden - Operations Manager and Chief Production Engineer, WOMR**

John Braden started volunteering at WOMR Provincetown in 1991 as a programmer. Over the years since he sat on the Operations Team, the Programming Committee and the Board of Directors. He has also served as Chief Operator from 1992 until 2007 and was hired two years ago to be their full-time Operations Manager and Chief Production Engineer.

**Lisa "Z" Zinsius - Announcer, Cool 102 and General Manager, WKKL**

Lisa got discovered at a jukebox (true story). While starting her radio career on WKKL, Lisa did some producing at WCIB before landing an internship on Cape 104 in Orleans. After 2 days, she was offered an announcing job. Lisa has worked at WKPE, WCOD, WFAL, 96.3 the Rose, Pixy 103, and Cool 102. She has a Masters Degree in Communication and instructs Radio courses at CCCC and Bridgewater State College. As General Manager of 90.7 WKKL, Lisa designed the Makkay Broadcast Center which houses WKKL and radio courses. Lisa has received Adjunct Faculty of the Year Award, Club Advisor of the Year Awards at CCCC; as well as awards for her role as Theatrical Director for StarCreations Theater in Plymouth. She owns a restaurant with her husband Jim in Mashpee, Jimmy'Z BLT, Breakfast, Lunch and Take-Out; and has a talented 4-year-old son Zachariah. Lisa djs parties, nightclubs, and weddings. You can hear Lisa weekends during the Sunday Buffett Buffet Brunch on Cool 102.



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