



# SEMINAR & HOTEL INFORMATION



Saturday, March 29, 2014 • 8:00am-4:00pm

**CHOCTAW CASINO  
Conference Area**

4216 South Hwy 69/75 • Durant, Ok 74701  
• [www.choctawcasino.com/Durant](http://www.choctawcasino.com/Durant)

*The radio seminar is the first Texas/Red Dirt Radio seminar of its kind specifically Catering Texas Regional Radio Reporters and any other interested parties involved in the promotion and future of the Texas/Red Dirt music industry.*

*"I'm in! Any chance to get to network and bounce some ideas off other great minds makes a lot of sense... dollars too"  
... says Will Payne, Vice President of Payne Radio Group*

## KEYNOTE.... Introduction by **GERRIE McDOWELL**

Q & A with **Wade Jessen**, Billboard Country Chart Editor & Host of Willie's Roadhouse | **Dave Smith**, Texas Regional Radio Report Chart Editor and Owner

### 8:30a - 9:15a **Texas Regional Radio Report—Chart and Reporting**

• *Dave Smith explains the Texas Regional Radio Report Chart and Reporting Process*

### 9:30a - 10:30a **The Importance of Branding**

Moderator: **JIM NASH**, PD and Morning Show host, KRVF 106.9 The Ranch, Corsicana

*Panelists: • JESS WALKER - VP Operations, Walker Broadcasting & Communications - Red Dirt Rebel 105.3/ Real Country 98.5 - Lubbock • WILL PAYNE - V.President Payne Radio Group - K95.9, 96.5, 101.7, 102.1, 102.5 and 1350 • ASHTON TAYLOR - Prog Director, 101.7 Rockin' Red Dirt Country KVOM, Morrilton, AR • JENNIFER ALLEN - APD/MD WACO 100, Waco / PD/MD KAGG Aggie 96 Bryan/College Station • JODY LEE CAUDLE - Gen Mgr., Cowboy Capital, Cowboy Radio KWBY 107.9/98.5—Stephenville*

### 10:45a - 11:45a **The New Faces of Texas Singer/Songwriters**

Moderator: **LINDA O'BRIAN**, Host on Westwood One - (History) KILT-FM Houston, KSCS/MD—Ft. Worth, KFWR/MD, 95.9 The Ranch

*Panelists: Songwriters/Singers : ADAM FEARS, CLAYTON GARDNER, ERICA PERRY*

### 12:00p - 1:30p **Lunch Break with special performances from ADAM FEARS, CLAYTON GARDNER and ERICA PERRY**

### 1:45p - 2:45p **How To Increase Advertising and Listeners**

Moderator: **TAMI MILLSPAUGH**, Texas Record Chick Promotions

*Panelists: • BRANDON HARDIN, KECO Elk City, OK • STEVE NIEMEYER, Ops Mgr./Prog Director - KOTE Eureka, KS • JAY McRAE, Prog. Director - KGFY Stillwater, OK • PHILLIP BAKER, Gen Mgr.- Texas Red Hot Radio Internet Sta • LAURA BAKER, Pub Relations/Finance Mgr. - Texas Red Hot Radio Internet Station • CHRIS MARQUEZ, Prog. Director - KMRK—Odessa*

### 3:00p—4:00p **Choctaw Casino Sessions - How to get ad dollars for your station/ Booking Procedures**

Moderator: **WILL PAYNE**, V.President, Payne Music Group

*Panelist: • FRANK DEAL and TERESA DREW - Choctaw Casino • TIP JONES, Overdrive Entertainment*

*"This is exactly what the Texas Red Dirt community has needed for a long time—an event that brings together Artists, Radio, Webcasters and fans to discuss, promote and celebrate our kind of music. Great idea!"  
Crowman... Mike Crow, Operations, 92.1 Hank-FM Ft Worth*

**Register Today! [WWW.TRRMA.NET](http://WWW.TRRMA.NET)/ Seminar Registration**



## • HOTEL INFORMATION •

Choctaw Casino & Resort  
4216 South Hwy 69/75 - Durant, OK 74701  
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Call Reservations: 1-800-788-2464

*When making reservations, refer to the following:*

• Block Name: Texas Regional Radio Awards • Block Code: 1403TEXASR

**Group cutoff date 03/14/14**

Please note: After this date, rooms will be available by availability only •

Group Rate: Tower; \$149.00 | Choctaw Inn: \$129.00 | Choctaw Lodge: \$70.00

Plus 5% Tribal Tax. Must guarantee with major credit card

Any problems, contact Dave Smith

