



**GET TUNED IN TO THE BEST
BROADCAST SEMINARS IN THE BUSINESS**



**WVBA Spring Meeting &
Excellence In Broadcasting Awards Banquet
April 9, 2016
The Waterfront Hotel • Morgantown, WV**

2016 WVBA SPRING MEETING & Excellence In Broadcasting Awards Banquet

**A JAM PACKED AFTERNOON AND EVENING OF OUTSTANDING TRAINING,
NETWORKING AND RECOGNITION...MAKE PLANS TO ATTEND!**

MEETING AGENDA	
9:30 a.m.	WVBA Board Meeting
10:00 a.m.	Registration/Exhibits Open
12:30 p.m. - 4:30 p.m.	Sports Broadcast Training Seminar
12:30 p.m. - 4:30 p.m.	News Department Seminar
1:00 p.m.	EEO/Public File Credit
2:15 p.m.	15-Minute Break
6:00 p.m.	Awards Reception
6:30 p.m. to ???	Awards Dinner

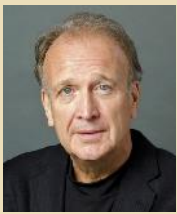
REGISTRATION AND HOTEL INFORMATION

Please complete the registration form attached or download at www.wvba.com and make checks payable to the WVBA.

The Waterfront Hotel has reserved a block of suites at a special rate of \$129.00 per night plus tax. To reserve a room at this rate, please make your reservation by March 18, 2016 by calling 866-STAY-WPH (866-782-9974) or go online to www.waterfrontplacehotel.com. Negotiated rate not available after this date.

You must tell them you are with the WVBA when making reservations by phone in order to receive the discounted rate or online you will enter this #300565 group/convention code space.

The Waterfront Hotel • Two Waterfront Place • Morgantown, WV 26501



Television News Departments

Featuring: Al Thompkins of The Poynter Institute

For nearly 30 years, Al Thompkins has worked as a photojournalist, reporter, producer, anchor, assistant news director, special projects/investigations director, documentary producer and news director. Tompkins has trained thousands of television news producers, reporters, photojournalists and managers in his One-Day Storytelling Workshops in 49 states, Canada, Denmark, Iceland, Egypt, Cayman and South Africa. He has taught and coached print newsrooms in the U.S. and abroad on how to investigate and report, build interactive news websites, how to use video more

effectively online and how to manage ethical issues. Tompkins was inducted into the Kentucky Journalism Hall of Fame and in 2008 was awarded The Governor's Award, the highest honor given by the National Academy of Television Arts and Sciences. During his two and a half decades as a journalist, Tompkins has won the National Emmy, the Peabody Award (group award), the Japan Prize, the American Bar Association's Silver Gavel for Court Reporting, seven National Headliner Awards, two Iris Awards and the Robert F. Kennedy Award.



How to Be a Social Media Ninja

- Learn the secrets of how Facebook decides what readers see
- What are the key ingredients to a perfect Facebook post
- What's more important: Likes? Shares? Comments?
- The critical importance of video, graphics and photos
- Why Twitter is not as important as you may think
- How to make the most out of the time you spend on Twitter

- How to use Facebook's and Twitter's hidden search engines to find sources and stories
- Innovative ways journalists are using Facebook without spending a lot of time and effort doing it

Jaw-Droppingly Cool Tools for your phone and tablet

Bring your iPhones and iPads and together we will build stuff live Everything you will learn will take less than two minutes and will be free.

See how to:

- build 360 interactive images
- add fonts to videos on your phone then upload them to social media
- build animated GIFs on your phone in seconds
- cut a video on your phone, edited WITH B-roll and then upload it
- build interactive photos with embedded data on the image

**You will use these tools on your next shift.
Trust me, you do not want your competitor
to be the only one who knows how to do this stuff!**



EEO Workshop

Is your public file in order in-house and online? Do you know if your employees are following social media protocol? Join Dave Barnette and Vivian Basdekis as they provide guidance on EEO compliance. EEO Certificates will be presented to those in attendance.

Sports Broadcast Seminar

WHAT'S YOUR FAVORITE SEAT?

BEHIND HOME PLATE • CENTER COURT • FIFTY YARD LINE?

IF IT'S REALLY BEHIND THE MIC...

YOU'LL WANT TO RESERVE YOURS FOR THIS AWESOME AFTERNOON WITH THESE SPORTSCASTING GREATS



Tony Caridi
WVU
Play by Play
Announcer



Lanny Frattare
Former Pittsburgh
Pirates Announcer



Dave Pasch
Arizona Cardinals
Play by Play
Announcer



Our presenters represent more than 70 years of sports casting experience including the Super Bowl, World Series, Final Four, Sugar, Fiesta, and Orange Bowls.

Broadcast Sports Agenda

Football

Preparation:

- Developing the story lines of the game
- The value of spotting charts
- Proper use of statistical information

The Broadcast

- Pre-game elements and interviews
- The essence of football play by play
- Proper use of a color analyst
- Controlling your voice

Postgame

- Essential elements needed in a game recap
- Finishing as strong as you started

Baseball

The philosophy of a baseball broadcast

- The essentials to description
- How many stats are too many stats
- Understanding the game
- Reflections on over 30 years as a major league broadcaster

Basketball

Preparation:

- Being someone's eyes
- How to create a scoring sheet
- The numbers tell the story

The Broadcast

- Elements to a productive pregame
- Deconstructing a basketball court
- The absolutes of a basketball broadcast
- The role of the color analyst
- Finding your voice

Sports Talk Show



Defining the program

- Listening versus talking
- How to book guests that matter
- Social media is the new phone call
- Your opinion isn't as important as your work ethic

Join us and open your mind to the philosophy of a top notch professional sports broadcast. Learn from these proven and seasoned broadcasters. Take back what feels right to you and incorporate in your broadcast. This is a day to listen, learn, network and find comradery with like minded broadcasters who share the love of the game!

BIOGRAPHIES



Tony Caridi, The state of West Virginia's most recognizable sports voice is in his second decade with West Virginia Radio Corporation. Tony joined the company in 1984 as a news anchor on WAJR in Morgantown, and assumed the role of Sports Director when Metronews was created two years later. He took over as host of the Metronews Statewide Sportsline in 1986.

Critically acclaimed for his work, he is a multiple winner of the state's sportscaster of the year. In addition, Tony has broadcast nationally on ESPN, Westwood Radio, and regionally for the Big East and Atlantic Ten television networks.

A native of Lockport, New York, and graduate of the S.I. Newhouse School of Public Communications at Syracuse University, Caridi began working with the Mountaineer Sports Network in 1987 as a television play-by-play announcer and feature reporter. He assumed radio play-by-play duties on MSN in 1997. In addition to his on-air work, Tony oversees the Metronews Internet division and serves as Special Projects Manager for PikeWood Creative. Tony and his wife Joan have three children, Michael, Andrew, and Matthew



Dave Pasch serves as a play-by-play commentator for ESPN, primarily working college football, men's and women's college basketball and the NBA. Pasch joined the network in 2003, and has also worked the WNBA, Arena Football, the Great Outdoor Games and the Little League World Series.

Since 2002, he has also been the radio voice of the NFL's Arizona Cardinals. Pasch also called select college basketball, NFL and golf events for CBS Radio/Westwood One from 1999-2003. From 1999-2002, he was the radio voice for Syracuse football and basketball. Pasch also called select NFL and NFL Europe games for Fox Sports in 2002 and 2003, and did the Buffalo Bills preseason telecasts in 2001.

Before his work at Syracuse, Pasch worked for WMAQ-AM in Chicago. His duties included hosting a talk show and the Chicago Blackhawks' pre-game show, as well as calling play-by-play on select Blackhawks broadcasts. From 1995-1997, Pasch worked for WDFN-AM in Detroit, serving as a sports anchor, talk show host and play-by-play commentator for International Hockey League, Detroit Vipers, broadcasts.

Pasch worked for West Virginia Radio Corporation from 1994-1995 as a news and sports anchor, and he called high school football play-by-play. From 1990-1994, he worked at WAER-FM, the Syracuse University student station. Pasch received a degree in speech communications from Syracuse University in 1994.



Lanny Frattare established himself as one of the most recognizable personalities and voices in Pittsburgh and major league baseball as he spent 33 years as a member of the Pittsburgh Pirates broadcast team. His stay with the Buccos is the longest of any play-by-play announcer in team history.

Known for his trademark phrases, "Go ball, get out of here," and "There was no doubt about it," Frattare joined the Pirates in 1976 after graduating from Ithaca College in 1970 with a degree in broadcasting.

A New York native, Frattare began his broadcasting career as a local disk jockey and sportscaster before moving to Charleston, W.Va., to become an announcer for the Charleston Charlies, who were then the Pirates' Class-AAA affiliate

Like many of the players whose exploits he broadcasted, Frattare worked to get his call up to the majors, which occurred in 1975, when he replaced another legendary voice of the team, Bob Prince.

In 1976, the Pittsburgh icon teamed up with Milo Hamilton to become the team's on-air duo. After Hamilton left the Steel City to take a job with the Houston Astros, Frattare became the official voice of the Pirates.

During his more than three decades with the club, Frattare has experienced many highlights to a tremendous career. He was behind the mic for the Pirates when they won their last World Series title in 1979. This past August, he also called his 5,000th game with the club as the Buccos battled the Philadelphia Phillies.

Lanny Frattare joined the Waynesburg University Communication Department as the Assistant Professor of Communication, the Frattare also serves a role as the Special Assistant to University Relations

WVBA MEETING REGISTRATION

APRIL 9, 2016

THE WATERFRONT HOTEL - MORGANTOWN, WV

Company: _____

Name 1: _____

Name 2: _____

Address: _____

City: _____ State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Registration Type	# Attending	Cost	Total Due
WVBA Member Full Registration		X \$85. pp	
WVBA Member: Banquet Only		X \$65. pp	
WVBA Member: Sessions Only		X \$30. pp	
WVBA Spouse/Guest Dinner		X \$65. pp	
Student with valid School ID (seminar only)		X \$10.pp	
No-Shows will be charged for their reservations.		Total Cost	
		Amount Enclosed	

Full Registration Includes: Sessions, Breaks, Awards Banquet and Meeting Materials.

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Make registration checks payable to WVBA and send your payment to 140 Seventh Avenue, South Charleston, WV 25303. Use this form as your Invoice. Sorry, we do not accept credit cards.

April 5th Deadline for WVBA Meeting Reservations