

**Comments from
previous Summit
attendees....**

"I've purchased and benefited from a few recordings of prior Summits, but one of the main advantages to attending live is the active participation and sharper focus, making the time spent more fruitful. Supremely well-organized!"

— Rod Schween
Jim Pattison Group/
Canada

"Like many production directors, I was burnt out — too much work, not enough time. But after being in L.A. for a few days, surrounded by others who share the same struggles, by the time I flew home on Sunday I was bursting with ideas and motivation. Anyone involved in the creative process should experience the Summit at least once in their career. It will recharge your batteries and remind you of the 'big picture' of why we do what we do."

— Brian Whitaker
Saga Communications/
Des Moines

"It's not just about the sessions, it's about discussing the sessions with everyone afterward."

— Scott Chasty
CJSD-FM/Canada

Dan O'Day presents

The 16th Annual International Radio Creative & Production Summit

"Every Summit I've attended has paid off with direct (paying) gigs as well as friends in the business that I may be able to help someday."

— Chris Rollins
Chris Rollins Voiceovers

**ATTENDANCE
IS LIMITED
TO 100
ATTENDEES.**

Los Angeles ■ August 19 - 20, 2011

Who Should Attend:

Production Directors
Creative Directors
Copywriters
Imaging Directors
Producers
Voiceover Talents

Our Goal:

To help you, your company, and your clients make more money by getting better results from your on-air advertising and imaging.

"The Summit was so incredibly inspiring. In the cut-throat world of radio, it's rare to have a safe place to share creative ideas, learn new concepts, and cultivate our passion for this ever-changing business. It was amazing to be around so much open creativity, so much excitement, and so much knowledge. The most important lesson I learned was that there is ALWAYS something to learn. Somehow, I can always get better. Dan O'Day's Summit was a definite turning point in my life. I will never look at the business the same way again. I will never settle again."

— Ann DeWig/Phoenix

"The Summit was a watershed event for me. I've never seen a group of people so hungry to move the needle in radio production. The truly wonderful thing about the Summit is the number of professional and personal relationships that have developed since. I have expanded my personal network ten-fold. That alone is worth the price of admission."

— Dave Foxx
Z100/New York

www.danoday.com/summit

HOW TO APPLY “MADE TO STICK” PRINCIPLES TO RADIO ADVERTISING

■ Dan O’Day

WORLD PREMIERE! What is a “sticky” idea? According to Chip Heath and Dan Heath, authors of *MADE TO STICK*, it’s an idea that survives and thrives...rather than making little if any impact and then disappearing forever. In this World Premiere, **Dan O’Day** will show you how to apply the Heaths’ principles to the radio commercials you create.

- How to strip an idea to its core without turning it into a silly sound bite
- How to capture and hold the targeted listener’s attention
- How to help people understand and remember your idea
- How to get listeners to believe your idea
- How to get listeners to care about your idea
- How to get listeners to act on your idea

As usual, O’Day illustrates these principles with specific audio examples — including one that the Heath brothers wrote about ...but didn’t know existed!

TEN THINGS EVERY AUDIO PRODUCER MUST KNOW ABOUT MUSIC

■ Dave Foxx

WORLD PREMIERE! Whether you’re musically educated or musically illiterate, if you produce radio imaging then you **must** have a basic understanding of how music **works**. That is, if you want your production to stand above the mediocre masses.

“Music Theory” can be a daunting subject. But not when **Dave Foxx** teaches you, breaking each element down to the simplest of terms to give **everyone** a good grounding in music theory. As Foxx declares, *“This could be the most valuable lesson any audio producer can learn.”*

- The components of music and how they interrelate
- How to make the perfect content edit every time
- How to stretch and contract music beds to length
- How to create perfect beat-mix promos from scratch
- How to make music more integral to your message
- How to take music apart and rebuild it to suit your needs
- How to add perfect intros to :00 start songs
- The critical difference between rhythm and tempo
- Beat-mixing vs. beat-matching — and when to do which

BUILDING YOUR FOUR-SQUARE PROFESSIONAL NETWORK

■ **Writers:** Would it help to have access to world-class producers and voice talent?

■ **Voiceover Artists:** Would it be valuable for you to leave this year’s Summit with names of a dozen or more producers who would like to use you on future projects?

■ **Producers:** Do you see the value in building your own stable of reliable, talented writers and performers...as well as fellow producers to share new ideas & techniques with?

We have scheduled this unique session designed to do all of those

things. You will leave this year’s Summit with your own Personal Professional Network.

IMPROV TO IMPROVE — AS A WRITER AND AS A PERFORMER

■ Dan O’Day

WORLD PREMIERE! Improvisation isn’t about “being funny” or “ad libbing.” Improvisation is the act of discovering the truth of the moment — of suddenly seeing something that you hadn’t realized was there. Why does performing (and watching) real Improvisation so often provoke laughter? That laughter is the sound of recognition — of recognizing something so familiar that until that moment had been invisible to us.

Most people, naturally, think of Improvisation in terms of performance. But it’s equally valuable to the writer, because writing is just another kind of performing.

- How to discover new approaches to writing or voicing copy
- The 5 questions you must be able to answer before performing or writing a script
- 4 improv questions to ask when you’re “stuck”
- How always to give yourself a “fresh start” when writing or performing a script

CRITIQUE-A-SPOT-OR-DEMO-A-THON

■ Dan O’Day & Nancy Wolfson

Want honest feedback on a commercial or promo? **Dan O’Day** and **Nancy Wolfson** give instant critiques of spots or voiceover demos brought by Summit attendees. Always entertaining, provocative, insightful, controversial...and occasionally brutal. Be inspired by the work of your fellow Summit attendees...and learn from the feedback they receive.

TARGETING ANY SCRIPT’S EMOTIONAL INTENSITY “SWEET SPOT”

■ Nancy Wolfson 3-Hour Super Session!

When you read a commercial script’s specs — or when being directed by a producer or casting director — often you’re asked to deliver a performance with “intensity.” But what do they really **mean** by “intensity”?

If you’re a voice actor, for the first time you’ll be able to refer to your own, personalized “last check” filter before making your final choices and submitting your audition. If you’re a radio producer, you’ll find it much easier to get better performances from yourself or from others via the same “last check” filter.

- What producers or casting directors really mean when they ask for “energy” or “intensity”
- The four different Energy to Volume Ratios: How to know which to apply, and how to produce it on demand
- The two different types of Energy
- Urgency vs. Volume
- Controlled Import vs. Loud Volumes
- Energy and Vocal Tension
- Your natural voice vs. your need to control your volume

Note: This is **not** a theoretical lecture. Come prepared to get onstage and be personally coached by **Nancy Wolfson**.

VITAL INFORMATION

TUITION: For payment received by...
June 30, 2011: \$695
July 1 – July 31, 2011: \$795
August 1 – August 12, 2011: \$895*
At the Door (August 19): \$995*

This includes registration, all materials, and our Friday "Get Acquainted" Luncheon.
*Payment received after July 31 must be by money order, cashier's check, Amex, Visa, MasterCard or cash.

LOCATION: Airport Hilton Los Angeles
1-310-410-4000; losangelesairport.hilton.com

SCHEDULE: Registration is from 9:00AM to 9:30AM Friday, August 19. We begin promptly at 9:45AM and continue until 6:00PM. Saturday starts at 10:00AM and ends at 6:30PM.

HOTEL ACCOMMODATIONS: You are responsible for your own accommodations. We have negotiated a deeply discounted room rate (\$99 per night!) at our seminar hotel. To book your hotel room, call the Airport Hilton Los Angeles not later than **August 4** at **1-310-410-4000** and tell them you want the special **Radio Creative & Production Summit** rate (Group Code: "IRC").

CONFIRMATION: Upon receipt of your enrollment, you will be sent a complete information package via e-mail. (Be sure to include your e-mail information below!)

CANCELLATIONS: Cancellations received by July 31, 2011, will return a 100% refund. After July 31, substitutes will be allowed but no refunds can be made.

TAX DEDUCTIBLE! An income tax deduction may be allowed for educational expenses undertaken to maintain or improve professional skills. This includes travel, meals, lodging, registration... (see U.S. Treasury Regulation 1.162-5)

AN IMPORTANT WORD ABOUT REGISTRATION DEADLINES

The deadlines given on this page are the dates by which payment must be **received** in order to qualify for those rates. Play it safe by mailing your payment **at least** one week before the deadline. **If your station's bookkeeper will be mailing payment**, please make sure he or she understands the above. Thanks!

THREE EASY WAYS TO REGISTER

ONLINE: www.danoday.com/summit
FAX: 1-310-471-7762
MAIL: 11060 Cashmere Street
Los Angeles, California 90049 USA
(Make check payable to: Dan O'Day)

"9 years of participating in this event has made me a better writer, voice talent, director and producer and connected me with a wealth of voice resources. I'm fortunate that my company sees the benefits of sending me here."

— Ricardo Gonzalez
Cox Media/San Antonio

"The Summit brings together an amazingly talented & supportive group of people. Wonderful to be part of the mutual sharing of ideas."

— Mark Bystrom
WGNV/Milladore

ATTENDANCE IS LIMITED TO 100 ATTENDEES.
If we receive your registration after reaching "Sold Out" status, we will return your check to you uncashed (or, if via credit card, we will not process the credit card transaction).

PREVIOUS SUMMIT ATTENDEES:
Please check www.danoday.com/summit for details of a special bonus just for you!

YES! Sign me up for the International Radio Creative & Production Summit!

Attendee: (Full Name) _____
Format (if applicable): _____ Title: _____
Station/Company: _____ Address: _____
City: _____ State/Province: _____ Postal Code: _____
Country: _____ This is my: Business Address Personal Address
Telephone: _____ Fax: _____
E-Mail: _____

Enclosed is my check or money order (U.S. Funds Only). Please make check payable to: **Dan O'Day**
 Please charge my Visa MasterCard American Express

Expiration Date Security Code (Required)
[][][][][][][][][][][][][][][][] [][][][][][]
Month Year Visa/MC 3 digits; Amex 4 digits
Cardholder's Name (Print) _____ Signature _____

Mail payment with this form to: Dan O'Day • 11060 Cashmere Street • Los Angeles, CA 90049

Telephone: 1-818-732-1055 • E-Mail: Summit@danoday.com • Fax: 1-310-471-7762 • www.danoday.com/summit

YOUR HOST SPECIAL GUEST SPEAKERS

How to Apply
"Made To Stick"
Principles to
Radio Advertising



Dan O'Day is radio's commercial copywriting guru, specializing in Client Retention via results-producing advertising. He has consulted radio stations, advertising agencies and businesses and presented seminars and keynote speeches at industry conferences in 36 different countries (so far).

10 Things Every
Audio Producer
Must Know About
Music



Dave Foxx is Creative Services Director of Z100 /New York. ("I get up in the morning, walk into a padded room filled with toys, and every two weeks they give me money.") Dave has won dozens of production awards, produced a platinum record, and is "the voice guy" for dozens of radio stations from Bakersfield and New York to Tokyo and Paris.

Building Your
Four-Square
Professional
Network

Improv To
Improve — As
A Writer, As A
Performer

Critique-A-Spot-
A-Thon

Targeting Any
Voiceover Script's
Emotional Inten-
sity "Sweet Spot"



Nancy Wolfson has had a profound effect on the voiceover world as a Voiceover & Branding Coach, Demo Producer, and e-Casting Director. She has helped thousands of beginners, celebrities and working pros "crack the code" that brings their performances to a higher level than they ever dreamed they could achieve. In addition to coaching, Nancy casts talent daily. Recent and ongoing clients include Playboy, VH-1, Muzak, the NHL, Nickelodeon, Clear Channel Communications, and The Cartoon Network.

Two extraordinarily full,
exhausting, rewarding days
of learning, working, creating,
and recharging your creative
batteries!

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Los Angeles, California 90049

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