



◦ Live Webinar

Preparing for the Spring Rating Book

Tuesday, March 23rd at 1:00pm EDT

How to play the "diary game", building your cume, cross-promoting morning shows, best practices for your slogan file, and more...

MAIN PRESENTER

Fred Jacobs | Jacobs Media



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Join us for a live webinar on ***Tuesday, March 23rd at 1:00pm EDT*** featuring:

- Best practices to implement in preparation for the Spring Rating book with Fred Jacobs, and Karen Gavigan / Bill Rose of Nielsen Audio.
- An FTP site that allows for the auto-ingestion of promotions into your automation system, presented by Drew Carey of the BOB & TOM Show.
- Building success for affiliates using endorsed commercials, presented by Jessica Alsmann of the BOB & TOM show.

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