



# CONVENTION 2018

## Thursday, April 19

- 8:00am **Registration Opens**
- 10:00-10:45 **OAB/OBEA Student Day Career Fair**
- 11:00-1:15 **Student Appreciation Luncheon & Awards Ceremony**
- 1:30-3:00 **SUPER SESSION: "Life~Goals~Balance"**  
*Neil Rock, The Neil Rock Group*
- 1:30-3:00 **"The Fight Against Fake News"**  
*Al Tompkins, The Poynter Institute*
- 3:00-4:00 **Legal & Regulatory Q&A**  
*David Oxenford, Wilkinson Barker Knauer, LLP*
- 6:30-9:30 **Welcome Reception, Dinner, and Texas Hold 'Em Tournament**  
*Eat, drink, and bluff! We provide the chips, you bring the luck.*

## Friday, April 20

- 7:00-9:30 **Registration & Continental Breakfast**
- 8:00-4:00 **Exhibits Open**
- 8:30-10:00 **"What Every Journalist Should Know About Guns"**  
*Al Tompkins, The Poynter Institute*
- 8:30-10:00 **"Dare To Be Different: 3 Keys to Goal-Setting Success"**  
*Jan Spence, Jan Spence & Associates*
- 9:00-9:30 **SBE & Exhibitor Breakfast**
- 9:30-4:00 **SBE Engineering Conference**
- 10:30-11:45 **"Radio 20/20: How To Thrive in the New Media Landscape"**  
*Fred Jacobs, Jacobs Media*
- 10:30-11:45 **"Prospecting"**  
*Mark Levy, Revenue Development Resources*
- 10:30-11:45 **SUPER SESSION: "The Mega-Power of Television Advertising With Your Station's Digital Content"**  
*Brad Seitter, TVB*
- 12:00-1:20 **OAB Membership Luncheon**
- 1:30-3:00 **"Management vs. Leadership: The Differences and How To Be Good at Both"**  
*Mark Levy, Revenue Development Resources*
- 1:30-3:00 **Washington Update: Regulatory & Legal Review**  
*David Oxenford, Wilkinson Barker Knauer, LLP*
- 1:30-2:15 **"Enhanced Live Sports Broadcasting, Part 1: How To Monetize Radio Plus Video"**  
*Randy Laffoon, Sportstalk 1400 KREF*
- 2:30-3:45 **"Enhanced Live Sports Broadcasting, Part 2: Technical How-To for Adding State-of-the-Art Video To Your Radio Sports Broadcasts"**  
*Bill Countryman, Keystone Broadcasting*
- 4:00-4:30 **Annual Membership Meeting**
- 6:00-9:30 **OAB Outstanding Achievement Awards Reception & Banquet**
- 9:30-11:00 **After-Dinner Reception**



# **ANNUAL CONVENTION 2018**

*April 19- 20  
The River Spirit Casino Resort  
Tulsa*

# 2018 OAB ANNUAL CONVENTION

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**THURSDAY, APRIL 19**

## ■ **Super Session—Life~Goals~Balance**

**Radio/TV**

Where will you be and what will you be doing in three weeks? One year? Five years? Do you have specific goals for key areas of your life and a plan in place to achieve them? What principle did billionaire Bill Gates, self-made financial expert Suze Orman, and NBA all-star Kyrie Irving use to achieve incredible personal, financial, and career success? International Executive Coach and Author **Neil Rock**, The Neil Rock Group, will share three principles used by successful people around the world. It's simple and it works!

**Recommended for all Broadcast Professionals.**

## ■ **The Fight Against Fake News**

**Radio/TV**

Please read this sentence carefully: Fake News is Real. OAB favorite **Al Tompkins**, The Poynter Institute, will explain who is behind this and why they produce it. You will learn how to spot it, expose it, and inoculate your newsroom against getting caught up in the Fake News Nonsense. You will learn how trolls alter HTML coding and in 30 seconds can change and post a fake headline that looks very real. This issue is a very real and present danger that needs your attention. **Recommended for all News Personnel and General Managers.**

## ■ **Legal and Regulatory Q&A with David Oxenford**

**Radio/TV**

OAB's Legal Counsel and Man in Washington **David Oxenford**, Wilkinson Barker Knauer, will answer all your questions and help you navigate the rough waters of regulation and compliance.

**Recommended for all Managers and EEO Compliance Officers.**

## ■ **OAB Reception, Dinner, and Texas Hold 'Em Tournament**

Have a date with Lady Luck at our **Welcome Dinner Poker Tournament!** We'll supply the chips, you bring the poker face.

**FRIDAY, APRIL 20**

## ■ **Super Session—The Mega Power of Television Advertising With Your Station's Digital Content**

**TV**

As more marketing solutions look to incorporate a digital component, television stations have the best opportunity available. The Power of your station's advertisements incorporate into your digital platforms. "Make one plus one equal three" and offer the very best video solution. TVB Executive VP **Brad Seitter** has developed a custom-built presentation that will propel both your over-the-air and digital components and make you a difference-maker.

**A must-attend for all Television Sellers and Managers.**

## ■ **Radio 20/20: How To Thrive In the New Media Landscape**

**Radio**

As technology rolls through the audio industry, radio has some significant challenges but even more opportunities. Jacobs Media's **Fred Jacobs** will frame where radio is now and how it will evolve in the next two years (2020). We have a "head start" but we cannot squander the opportunities we have. This session will frame the landscape and give specific ways to better the radio experience.

**Recommended for All Advocates of Radio and All Radio Enthusiasts.**

## ■ **SBE Engineering Conference**

**Radio/TV Engineers**

This year's program will have numerous sessions, including (1) How to prepare for "Over-The-Top" television, (2) Applications of "Next Generation TV", (3) Radio technology in the car, (4) Video streaming applications for radio sports broadcasts, (5) Alternative Inspection options for stations, and (6) Best Practices on how the television "RE-PACK" will affect your television station. **Recommended for all IT and Engineers plus Broadcast Managers.**

## Friday, April 20, Continued

### ■Prospecting

Radio/TV

You have to kiss a bunch of frogs to find a prince, and it's the same thing with prospecting. **Mark Levy**, Revenue Development Resources, will help you develop an effective prospecting strategy that melds tried and true sources with new prospecting sources, including Social Media, Google AdWords and more, so you will spend more time with prospects instead of suspects. The ultimate question is: "Does the internet help or hurt our prospecting efforts?"  
**Recommended for Any and All Sellers of Advertising.**

### ■What Every Journalist Should Know About Guns

Radio/TV

In Oklahoma, journalists must be able to report and talk about guns and ammo, and a surprising number cannot. After mass shootings in Las Vegas, Texas, and beyond, this topic of gun control is once again center stage for the Midterm elections in 2018. The Poynter Institute's **Al Tompkins** will describe the phrases and words that journalists most often get wrong when reporting on guns. You will learn the difference between calibers and gauges, what is legal and what is not legal, and the difference between automatic and semi-automatic weapons. Arm yourself with Credibility.  
**Recommended for All News Personnel.**

### ■Dare to the Different: 3 Keys to Goal Setting Success

Radio/TV

Research shows that only 4% of people meet their goals each year. The issue may be that using an old traditional approach to goal-setting often leads to mounting frustration and undue stress. In this interactive, high energy session, **Jan Spence**, Jan Spence & Associates, will provide participants with a fresh innovative perspective on how to develop a game plan and maintain momentum to achieve their goals and objectives.  
**Recommended for all Sellers, Managers, and Administrators.**

### ■Management vs. Leadership: The Differences and How To Be Good at Both

Radio/TV

The two words are used interchangeably, but they are not the same. RDR's **Mark Levy** will look at the differences, why we need to be good at both, and spend time on "Boss Behavior" that drives your team to excellence....and some that drives them right over the edge! **This session is recommended for every person in every department who has others reporting to them, as well as anyone being groomed to be in a supervisory role.**

### ■Washington Update: Regulatory & Legal Review

Radio/TV

Given the dynamics of a regulated industry, it is always best to have the latest information on the politics of Washington DC and the rulings at the FCC. OAB attorney **David Oxenford** has the unique ability to keep you posted on what you need to know and does it in a very understandable manner. Hear and see the latest issues that could affect your business and your license.  
**Recommended for all Managers and HR Personnel.**

### ■Enhanced Live Sports Broadcasting: How to Monetize Radio Plus Video and Technical How-To For Adding State-of-the-Art Video To Your Sports Broadcasts

Radio

**Part 1: How to Monetize Radio Plus Video**—**Randy Laffoon** from KREF in Norman will describe how to not only secure but retain sports broadcasts in your market. Changing technology will necessitate adding video streaming to your already successful radio broadcasts. **Recommended for General Managers and Sales Managers.**

**Part 2: Technical How-To for Adding State-of-the-Art Video To Your Sports Broadcasts**-- As the digital world enhances broadcasting, learn how you can professionally and economically video stream your radio sports broadcasts and deliver the WOW FACTOR high schools are looking for. **Bill Countryman** of Keystone Broadcasting in Ardmore will show you the software and equipment that make this an incredible experience for your audience. Bill will share techniques, "Best Practices," and the equipment you will need to make this a Win-Win opportunity. Don't miss out on how to retain your market dominance and provide great revenue potential for a main-stay for most all radio stations in Oklahoma.

**Recommended for Engineers and Operations Managers.**

### ■Outstanding Achievement Awards Reception and Banquet

See and hear Oklahoma's finest broadcast work of 2017.

## **Make Your Hotel Reservations Today!**

Call the River Spirit at (888) 748-3731 or book online **before March 19**. Be sure to ask for the OAB group rate: **\$119 for Single or Double.**

Rooms at this rate are limited, so reserve today.

### **Deadlines**

Hotel  
Reservations

**March 19**

Convention  
Registration

**March 23**

Registration  
Cancellation

**April 13**

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**For more information on sessions and events  
visit our website at**

**[www.oabok.org/conventions](http://www.oabok.org/conventions)**