



## CONVENTION 2019

### Thursday, April 4

- 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 "Seller Recruitment/Retention and On-Boarding: The Life Blood for All Broadcasters"—**Laurie Kahn**, *Media Staffing Network*
- 1:30-3:00 "News and Storytelling Slam Session"—**AI Tompkins**, *The Poynter Institute*
- 1:30-3:00 "Leadership Skills for a Winning Culture on Your Team"—**Dan Oblinger**, *Leadercraft*
- 3:00-4:30 Legal & Regulatory Q&A—**David Oxenford**, *Wilkinson Barker Knauer, LLP*
- 6:30-9:30 Welcome Reception, Dinner, and Live Music—**James Slater**, *courtesy of BMI*

### Friday, April 5

- 7:00-9:30 Registration & Continental Breakfast
- 8:00-5:00 Exhibits Open
- 8:00-8:30 SBE & Exhibitor Breakfast
- 8:30-5:00 SBE Engineering Conference
- 8:30-10:00 "Newsroom Stress and Trauma"—**AI Tompkins**, *The Poynter Institute*
- 9:00-10:30 "Us vs. Them: Broadcast Television Dominates Cable and Satellite Viewership and Effectiveness"—**Rob Russo**, *RNR Media Consulting*
- 9:00-10:30 "Local Direct Selling: How to Ask for and Receive More Investment From Your Clients"—**Paul Weyland**, *Weyland Communication Strategies*
- 10:15-11:45 "Be a Story Machine"—**AI Tompkins**, *The Poynter Institute*
- 10:30-11:45 SUPER SESSION: "Local Broadcast News and its Powerful Impact on a Marketplace"—**Chris Lang**, *SmithGeiger*
- 10:30-11:45 "Radio Stations Out-Deliver the Fragmented Cable and Satellite Options in Your Market"—**Rob Russo**, *RNR Media Consulting*
- 12:00-1:20 OAB Membership Luncheon and Hall of Fame Program  
*Induction of **AI Eschbach** into OAB Hall of Fame. **Barry Switzer** Presenter*
- 1:30-2:15 "Digital Selling Makes Sense and Makes Money"—**Gary Moore**, *Local Broadcast Sales*
- 1:30-3:00 "One-on-One with **Barry Switzer and AI Eschbach**"
- 3:15-4:30 Regulatory & Legal Review—**David Oxenford**, *Wilkinson Barker Knauer, LLP*
- 4:00-4:30 Annual Membership Meeting
- 6:00-9:30 Hall of Fame and Achievement Awards Reception & Banquet  
*Honor the outstanding work of 2018. Induction of **Vance Harrison** into OAB Hall of Fame.*
- 9:30-11:00 After-Dinner Reception