

Oklahoma
Association of
Broadcasters

*Annual
Convention
2019*

April 4-5

The Skirvin Hotel | Oklahoma City



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

2019 OAB ANNUAL CONVENTION

THURSDAY, APRIL 4

■ **The Leadership Skills Necessary for a Winning Culture on Your Team** Radio/TV

Respected leadership is required to produce a winning culture on any business team. **Dan Oblinger** is a trained and experienced **Hostage Negotiator** who has mastered the art of persuading people in crisis to make great decisions despite the worst circumstances. Learn as he shares hard-won lessons about leadership and culture. "Leadership From The Ledge" is a clear call to action for anyone who wants to lead their team towards excellence.

■ **Seller Recruitment/Retention and Onboarding: The Life Blood for Broadcasters** Radio/TV

With the lowest unemployment in decades, broadcasters need to attract, hire, engage and retain the best possible sellers. You are now in competition with other industries in and out of media. In this session we will share how recruiting has changed and why you must have a "**Talent Acquisition**" strategy in place. Veteran Broadcaster **Laurie Kahn, owner of Media Staffing Network** will discuss 1) what the sales team of tomorrow will look like, 2) how to better compensate, 3) why social media has to be a major part of your plan, 4) building a local pipeline of prospective candidates and how to work it, and 5) why accountability for managers to recruit is mandatory, and how to properly onboard for better success. *There is no more important process than the recruitment of Excellent Sellers who are the life-blood for all broadcasters.*

■ **News and Storytelling Slam Session** Radio/TV

Al Tompkins, the Senior Executive at the Poynter Institute, will provide a fast-paced session that will build your writing and storytelling muscles. Specific examples from newsrooms big and small will cover: **Story Shapes**--what goes in a story and why; **Story Leads**--effective openings to compelling stories; **Effective Soundbites**; **Story Focus**--how to keep your story from wandering off track; and **Word Order**--the same simple numbering system that everyone from Shakespeare to the Beatles has used with success. Writing is the key to excellent news and communication, and Al provides the hands-on training to succeed at your station. *Recommended for Everyone Involved in the Story Process.*

■ **Legal and Regulatory Q&A with David Oxenford** Radio/TV

David Oxenford, the OAB's counsel, will provide an open and robust Q & A session for those who want to interact on FCC and DC issues facing broadcasters. This is your chance to grasp our challenges and ask for the advice you might need. *Recommended for all Managers and EEO Compliance Officers.*

■ **OAB Reception, Dinner, and Musical Treat**

The OAB is proud to present BMI's high-energy and talented songwriter and piano player **James Slater**. James has numerous Grammy nominations and has written songs for **Tim McGraw, Willie Nelson, Rascal Flatts, Reba McEntire, Carrie Underwood, Kenny Chesney, Alabama** and a host of other stars. What distinguishes James is his virtuoso piano playing talent with a rock-n-roll and Latin music flavor. James will wow you with his energy and speed on the piano. His tributes to **Jerry Lee Lewis and Leon Russell** are simply awesome.

FRIDAY, APRIL 5

■ **Super Session—Local Broadcast News and its Powerful Impact on a Marketplace** TV

Chris Lang, partner at SmithGeiger, will share the latest research relating to the High Value Consumers' place on local news, including key indicators like trust, influence, and the impact of local media on brand affinity and purchase decisions. Additionally, this discussion will cover consumers growing dependence on OTT for local content and therefore your opportunities for revenue growth. *For Managers and Sellers.*

■ **"Us vs. Them": Broadcast Television Dominates Cable and Satellite** TV

Broadcast television still dwarfs the delivery of cable's programming, and its effectiveness is even more dramatic. **Rob Russo**, a veteran of both cable and broadcast TV, goes into the data to prove the superior value of broadcast television and why the plethora of dots and spots on cable still does not move the needle for the advertiser. Rob will walk you through why broadcast television is still the most effective form of video advertising and how your clients can deliver the results they need with the investment that makes sense for their campaign. **It is simple: In Us vs. Them, broadcast television still dominates.**

■ **Annual Membership Luncheon and Hall of Fame Induction**

Join us as we induct **Al Eschbach** into the OAB Hall Of Fame. Al began his Sports Radio career in 1976 at KTOK in Oklahoma City and was the third broadcaster in the country to have a dedicated sports talk show. For the past 42 years, Al has been Oklahoma's preeminent Sports Talker who dominates the ratings and, "Moves the Needle" with sports listeners. Since 1985, Al has called WWLS/The Sports Animal his home. Al's decorated career is enhanced by his **innovation**. While the Sports Talk Format has tremendous talent nationally, Al's presence has had a profound effect on the format. Al has also taught Sports Journalism at the University of Oklahoma since 2003. To introduce Al, we are honored to have the legendary **Coach Barry Switzer** as his presenter.

■ Coaching Legend Barry Switzer and OAB Hall of Famer Al Eschbach: A One-on-One Q&A with Oklahoma's Finest Sportsmakers

As we induct **Al Eschbach** into the OAB Hall of Fame for his 42 years of Sports Broadcasting excellence and innovation, we will have the King of OU Football **Barry Switzer** as his guest in a compelling and exciting Q & A session for those who want the inside story of why Oklahoma is the mecca for college sports. Watch how this special relationship of Broadcaster and Coach has developed over the years and why they are arguably two of the most recognized and admired men in Oklahoma Sports. *For Sports Broadcasters and Sports Marketing Personnel.*

■ Be A Story Machine

Radio/TV

For years, The Poynter Institute's **Al Tompkins** wrote "Al's Morning Meeting," a daily newsletter packed with story ideas. Let him show you the treasure chests where you can find data, story leads, breakthrough research, trends, warnings, inspections and audits that will help you enterprise stories no one in your market knows about. Original Enterprise Reporting is the best journalism. Stop copying others and find your stories starting right now. There is nothing better than returning to your newsroom loaded with impressive ideas after this session.

■ Local Direct Selling: How to Ask For and Receive More Investments From Your Clients R/TV

One of the most dynamic sales trainers ever, **Paul Weyland** will walk you through the process of asking for significantly more from your prospects and receiving more from your direct clients. They simply want a better idea and are more than willing to pay more for a much better return on their investment. Our advertising revenues are tied directly to the results of our advertisers, so this is your chance to make their message more valuable and therefore your revenue higher.

■ SBE Engineering Conference

Radio/TV Engineers

Something for everyone! Sessions include **IT/IP, 5G, Tower Issues, HD Radio, Closed Captioning**, and an **Open Mic** session to review and recap immediate needs of IT and Engineers and discuss specific remedies to existing problems. *Recommended for all IT and Engineers plus Broadcast Managers.*

■ Managing Newsroom Stress and Trauma

Radio/TV

Poynter Senior Faculty member **Al Tompkins** and his wife, **Reverend Sidney Tompkins**, combine his decades of news experience and her lifetime work in psychotherapy to help journalists understand and manage the stress that surrounds newsrooms daily. It is not just the overwhelming news events but the culmination of repeated exposure to sad, tragic and sometimes graphic news events that weighs on journalists. Learn how photojournalists, producers and younger journalists may be paying the highest price and how news managers can spot stressors as they develop. *This is a practical, sometimes emotional and vitally important session for every journalist at every level.*

■ Radio Stations Out-Deliver the Fragmented Cable & Satellite Option in Your Market Radio

Whether you are in a rated or non-rated market, radio listening continues to out-reach the local cable and satellite programs--and by a large margin. Cable and satellite television are a very small and highly fragmented model. In all markets, clusters of radio stations out-deliver them and more importantly do so much more efficiently. **Rob Russo** will walk us through the radio's audience edge, and the cost savings we provide. **This session will help you dismiss the myth that cable advertising is a better value than radio advertising.**

■ Washington Update: Regulatory & Legal Review

Radio/TV

David Oxenford will give our annual "Check-Up" on the challenges and opportunities we face in the ever-changing legal world. Topics to be addressed will include: the current state of the FCC, risks and choices broadcasters have, Medical Marijuana laws, and trends at the FCC. This session is a must to make sure you are on-track in our regulated industry. *Recommended for all Managers.*

■ Digital Selling that Makes Sense and Makes Money

Radio

Gary Moore, President of Local Broadcast Sales, will give you opportunities that are attainable and profitable and do it without your head exploding from the many options in a fast and changing landscape. He will describe the Have-To-Do's from The Theory to show how you can blend digital selling into your core business of broadcast sales. Digital selling is often complicated and difficult, and Gary will set you on your way to making money without distracting yourself from the goal of being successful and not just trading dollars.

■ Outstanding Achievement Awards Reception and Banquet

Before we honor the outstanding work done by the radio and television broadcasters of Oklahoma, **Vance Harrison** will be inducted into the OAB Hall of Fame. Vance's came to Oklahoma in 1988 to be the General Manager of KOMA AM/FM and KRXO FM in Oklahoma City. By 2004 the cluster grew to include KMGL FM (OKC) and KBEZ and KHTT in Tulsa. Vance was the Managing Partner of OU Football and Basketball from 1991-1998, and in 1998 was a founding partner of Sooner Sports Properties, the multi-media rights holder to OU Athletics. Since 2007, Vance has been the President of the OAB which represents and advocates for the Oklahoma Broadcasters on a state and national level.

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