

Oklahoma  
Association of  
Broadcasters

*Annual  
Convention  
2020*

**April 2-3**

**River Spirit Casino Resort | Tulsa**

# 2020 OAB ANNUAL CONVENTION

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## THURSDAY, APRIL 2

### ■ **SUPER SESSION—Rising Above Your Distracted and Overwhelmed Salesforce** Radio/TV

Today's Broadcast Sales Teams are very distracted and extremely overwhelmed with the numerous options and tools they have to sell. What sellers really need is to: 1) Reset their Priorities, 2) Reestablish their goals and 3) Rekindle their passion for their industry. **Derron Steenbergen** is the President of **The Swagger Institute** and an industry icon for selling and positioning. In this fast-paced session Derron will identify the challenges facing today's sellers and specifically point you towards the path to a more successful career in selling. He will also make you respect the power of our airwaves and realize how much impact you can have on your clients and prospects. **Recommended for all Radio and Television Sellers and Managers.**

### ■ **Don't Be a Garden Gnome: Little Tips to Help Your Standups Stand Out** TV

**Joe Little, Director of Storytelling & MMJ at NBC 7 San Diego** will share his tips to maximize your time in front of the camera. Joe and his Garden Gnome have a fun, self-deprecating presentation that will teach reporters, MMJs, and photojournalists what they should consider before shooting a standup or going live on television. **Recommended for all News Personnel.**

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

**David Oxenford**, the OAB's Washington counsel, will present Thursday and Friday sessions at the OAB convention. In both sessions, David will update the membership on issues such as: 1) The current state of Cannabis advertising, 2) A refresher on all Political advertising issues as we head into the 2020 elections, 3) Rules and regulations that are front. **For all Managers and Business Personnel.**

### ■ **Welcome 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 3

### ■ **SUPER SESSION—Managing the Sales Management Process** Radio/TV

Revenue Generation is the lifeblood of a broadcaster. **Matt Sunshine, Managing Partner, The Center for Sales Strategy**, will provide a "NEWS YOU CAN USE" 90-minute session on how to immediately increase the productivity and accountability of your Sales Department. Matt will give specific examples of three topics of intense interest to all broadcasters: 1) How to Schedule more appointments: His appointment generation system has been perfected by many stations around the country. 2) Tracking Key Performance Indicators (KPI's): Track the criteria of Sales Generation that really matter. Again, specifics on how to effectively track the variables that move the needle. 3) Field Coaching: What to do...how to do it...and how often to do it. Great Sales Managers need to be Great Coaches. This high-powered session will be very specific...not just theory...on Higher Productivity of your Sales Management. **Recommended for all Owners, General Managers and Sales Managers.**

### ■ **How to Turn a Contact into a Connection into a Customer!** Radio/TV

The basics of selling haven't changed much in the Past 100 years....BUT....the opportunities to Sell has changed dramatically. Today it is harder than ever to: 1) get an appointment, 2) create a connection, and 3) wade through the competitive media landscape. **David Rich of Rich Ideas** is a Professional Sales Motivator, Speaker and advocate for sellers. Here is your chance to reinforce your sales skills and learn new ways to make media selling effective. Your path to success is different now and David will make sure you stay on that path to success. Effective selling is a blend of sales skills and smarter techniques. **Recommended for all Broadcasters who want to sell some advertising to their clients!**

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

Join us as we induct **Lee Anderson** into the OAB Hall Of Fame. Since 1965, Lee Anderson has been the driving force for Radio in McAlester. As the award-winning morning host of KNED-AM and then KMCO-FM from 1964 to 2019, Lee was also the Program Director and Chief Engineer of his dominant stations from 1967 to 2001. Lee continues as the General Manger of the four-station cluster which serves Southeastern Oklahoma. Lee Anderson personifies everything a broadcaster should be—a Communicator, an Entrepreneur, and a Public Servant.

### ■ **SUPER SESSION—Five Ways Social Media Can Create More Audience and Ratings** **TV/Radio**

Social media is all about Likes, Shares, and Comments. That's fine if you're Facebook or Twitter. But what if you're a Broadcaster more concerned with tune-in and viewing occasions? Many broadcasters are under-utilizing social media because they are following the wrong metrics. This presentation by **Mark Ramsey of Mark Ramsey Media** will share the five key elements that help you audit your own brand's social media efforts and maximize your effectiveness in targeting the one metric which counts most: Audience Growth and Ratings. Whether you're a pro at social media or you go out of your way to avoid it, whether you're a manager or a programmer, these specific strategies will enhance your ratings and drive your success. ***For all Television and Radio personnel who want a bigger audience.***

### ■ **Powerfully Position Yourself with Your Advertisers' Competitive Advantage** **Radio/TV**

Digital options are now expected from our Advertisers, but they are very hard to sell and explain and even harder to deliver successful results. Your ability to rise above the vast number of digital products and be the most professional seller of digital advertising is paramount to your sales success. **Gary Moore, CEO of LocalBroadcastSales.com**, will inspire us with his innovative selling method. He will walk you through the ways to "WOW" your clients while transforming you into their favorite media seller. Expect to leave this session with specific ways to implement a sales process, build your clients confidence in your station and your digital solutions. ***Recommended for any Broadcaster who wants to be a successful seller.***

### ■ **Surviving and Thriving as a Storyteller** **TV**

Every day, the award-winning **Joe Little** shoots, writes, and edits two television news packages, social media posts, and a digital version of his story. The **Director of Storytelling & MMJ at NBC 7 San Diego** does it all under deadline by himself. Joe will you manage your time, produce better stories, and do it under deadline pressure. He'll show you how to work faster and better to produce a memorable story. ***For all News Personnel.***

### ■ **Video Streaming 2.0: Enhanced Streaming for Local Sports and Community Events** **Radio/TV**

Video Streaming is now a necessity and enhances your radio experience. Learn how State of the Art production of local sports and community events will produce significant revenue and enhance your image. **Bill Countryman, Keystone Broadcasting** in Ardmore will show you the software and equipment that make video streaming the "WOW" factor you are looking for. Bill will share techniques, best practices, and the affordable 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 all Radio Broadcasters who want to innovate their content.***

### ■ **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.***

### ■ **Streaming Music and Royalties to SoundExchange** **Radio**

Does your radio station stream music, either as a simulcast from your AM or FM broadcast, or as an "internet only" webcasting channel? You are probably required by the Copyright Act to submit digital performance royalties and reports of use to SoundExchange. **Travis Ploeger, SoundExchange's Director of License Management** since 2013, will provide basic information about sound recording copyright licensing, and answer your questions related to streaming music, royalties, and SoundExchange. ***For all Music Streamers.***

### ■ **SBE Engineering Conference** **Radio/TV Engineers**

Something for everyone! Sessions on the latest in standards and technology. Open mic session to discuss specific remedies to problems. ***Recommended for all IT and Engineers plus Broadcast Managers.***

### ■ **Outstanding Achievement Awards Reception and Banquet**

We will honor the outstanding work done by our members in 2019 and induct **Chris Lincoln** into the OAB Hall of Fame. As Tulsa's dominate Sports Director from 1974-1981 at KTUL TV (Channel 8) Chris defined the position while also hosting The Barry Switzer Coaches show. He did play-by-play for ABC and ESPN while still driving the local sports success of KTUL. 1981 Chris became the co-founder of Winner Communications, where he took his programming chops to the pinnacle of Horse Racing events as the "Voice of The Thoroughbreds." Chris returned to his roots as the Sports Director of KTUL from 2007 through 2012. For over 45 years, Chris Lincoln has excelled in televised sports while continuing to call Oklahoma his home base.

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## *Deadlines*

**Hotel Reservations March 2**

**Convention Registration March 6    Registration Cancellation March 20**

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