



Oklahoma Association of Broadcasters

2020 OAB ANNUAL CONVENTION
April 2-3–River Spirit Casino Resort, Tulsa

Thursday, April 2

SUPER SESSION: Rising Above the Distracted and Overwhelmed Salesforce
Derron Steenbergen, The Swagger Institute

Sales Departments today are distracted and extremely overwhelmed. Derron Steenbergen from the Swagger Institute will help your sales team Reset, Reestablish and Rekindle your priorities and passion for the sales process. This will free you up to be extremely efficient, effective and happy to sell again. Be prepared to be motivated and excited to Sell the very best advertising options with clarity and confidence. *Recommended for all Managers and Sales Personnel.*

Don't Be a Garden Gnome: Little Tips to Help Your Standups Stand Out
Joe Little, MMJ

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.*

Washington Update / Legal & Regulatory Review
David Oxenford, Wilkinson Barker Knauer

David Oxenford 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 and center: such as the Cross Ownership Rules, and 4) The License Renewal process for Oklahoma Broadcasters in 2021. David has represented the OAB for over 20 years and he articulately describes the legal and regulatory issues that every broadcaster should be aware of. *For all Managers and Business Personnel.*

Dinner and Texas Hold 'Em Tournament

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

Friday, April 3

SUPER SESSION: Managing the Sales Management Process

Matt Sunshine, The Center for Sales Strategy

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. *Highly recommended for all Owners, General Managers and Sales Managers.*

Powerfully Positioning You with Your Advertisers' Competitive Advantage

Gary Moore, Local Broadcast Sales

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

Joe Little, MMJ

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. *Recommended for all News Personnel.*

How to Turn a Contact into a Connection into a Customer!

David Rich, Rich Ideas

The Basics of Selling may be the same as 5 to 20 years ago, **BUT** everything around selling is worlds apart. The marketplace is more competitive, customers are more skeptical and they can build to keep you away. David Rich will equip us with the tools we need to conquer the three hardest elements of selling: **1) Getting the appointment, 2) Creating a Genuine Connection, and 3) Dealing with the objections you will face.** *This is a session that will engage any seller and Motivate them to Adapt to the changing media landscape.*

SUPER SESSION: Five Ways Social Media Can Create More Audience and Ratings

Mark Ramsey, Mark Ramsey Media

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 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. *Recommended for all Television and Radio Station personnel who want a bigger audience.*

Video Streaming 2.0

Bill Countryman, Keystone Broadcasting

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 will give you the specifics on software, equipment and techniques that will make your streaming a huge success. *Recommended for any Sports, Sales, or Managers who want to grow their business.*

Membership Luncheon and Hall of Fame Induction

Lunch with your colleagues and honor Programmer, Air-Talent, Owner-Manager, and Community Servant **Lee Anderson** as we induct him into the OAB Hall of Fame.

Outstanding Achievement Awards Banquet and Hall of Fame Induction

*Join us as we honor your best work of 2019, and induct Sports Director, Play-by-Play Announcer, and Network Television Entrepreneur **Chris Lincoln** into the OAB Hall of Fame.*