2021 OAB VIRTUAL CONFERENCE

WEDNESDAY, JUNE 16

SUPER SESSION—Five Ways Social Media Can Create More Audience & 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.

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 show you how to 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.

Powerfully Position Yourself Using Your Advertisers’ Competitive Advantage  Radio/TV
Result-producing broadcast and digital campaigns are needed and expected from our Advertisers going forward. Yet, they are harder to sell and explain and even more difficult to deliver successful results. Your ability to rise above the vast number of competitive advertising options and be the most professional seller of 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.

SUPER SESSION—How to Secure More Quality Appointments with Decision Makers  Radio/TV
Revenue Generation is the lifeblood of a broadcaster. Matt Sunshine, Managing Partner, The Center for Sales Strategy, will provide “NEWS YOU CAN USE” on how to secure those valuable appointments. Whether it’s an owner, a marketing director, or a CMO, connecting with decision makers is tough! Getting past gate-keepers or even finding contact info can be a challenge. Matt Sunshine will show you a repeatable process / system that will help your salespeople to not only connect with decision makers, but more importantly get a quality appointment. Recommended for all Sellers and Sales Managers.

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 highly regulated industry. Recommended for all Managers.

Your Dealership May Not Know It Yet, But They Need You More Than Ever!  Radio/TV
The automotive manufacturer and dealership world is facing some dynamic challenges. Local Broadcast Sales’ Automotive Expert John Tkac will be sharing some valuable industry insights that Oklahoma broadcasters can include in their discussions and presentations to their local dealers. More media and digital companies are hunting for your dealers’ ad budget and you need every competitive advantage you can get. Recommended for all Sellers and Sales Managers.

Outstanding Achievement Awards
We will honor the outstanding work done by our members in 2020. Invite your friends and family to share your moment!