

# 2023 OAB ANNUAL CONVENTION

## Thursday, March 30

### River Spirit Casino Resort, Tulsa

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■ **SUPER SESSION: The Future of Local Broadcasting: Scary or Exciting, You Decide** **Radio/TV**

Using survey data from thousands of local ad buyers as a starting point, **Jim Brown, President, Borrell and Associates**, uses two decades of media trends to project what the next 10 years are likely to hold for local broadcasters. Depending on your perspective, this intriguing presentation will either energize you or scare your socks off. Maybe both. A 15-minute Q&A will follow. ***Recommended for all Radio and Television Owners, General Managers, and Staff.***

■ **SUPER SESSION: Surviving & Thriving as a News Storyteller** **Radio/TV**

“Don’t miss slot!” It’s a constant fear. **Multimedia Journalist Joe Little** has been making slot with award-winning stories for more than two decades. In this fast-paced high-energy workshop, Joe will give you all the tools he uses to survive and thrive daily. Poking fun mostly at himself, Joe will show you everything from the dirty raw footage to the finished product and all the steps in between. ***Recommended for all News Personnel.***

■ **SUPER SESSION: Insta-Branding & The Commercial Quickie: Sprinting Into More Profitable Spots** **Radio/TV**

Profitable advertisers have a solid brand and great commercials. And if there’s one thing harder than writing a great commercial, it’s branding a client—especially one who believes they already have a brand. This session is a ripping-fast roller-coaster ride of branding and writing. Right in the room, you’re going to be improving a new client’s brand and writing a better commercial--in record time. **Honey and Blaine Parker** have won several Radio Mercury Awards, created numerous national campaigns you know and love, and most importantly, made their clients rich and famous. ***Recommended for all broadcasters who want to create successful messaging for their clients.***

## 2023 OAB ANNUAL CONVENTION, CONTINUED

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### ■ Annual Career Fair with Broadcasting Students

Radio/TV

The OAB Convention will host over 100 junior and senior-level students majoring in broadcasting at Oklahoma colleges and universities, so take advantage of this opportunity to identify and reach out to qualified future employees. This event will help satisfy your EEO recruiting requirements. Contact OAB to sign up for a table.

### ■ Legal and Regulatory Q&A and Washington Review

Radio/TV

**David Oxenford, Partner, Wilkinson Barker Knauer and the OAB's Washington counsel**, will answer your questions and present his annual "Check-Up" on the challenges and opportunities we face in the ever-changing legal world. This session is a must to make sure you are on-track in our highly regulated industry. ***For all Managers and Business Personnel.***

### ■ The Connected Car: What Does That Mean for Radio?

Radio

**Juan Galdamez, Senior Director of Broadcast Strategy at Xperi Corporation** will describe all the benefits and new features of the Connected Car and why broadcasters should incorporate this new technology, which is now available in a majority of new automobiles. Radio is still the #1 source of entertainment inside the vehicle! Remaining competitive and relevant is the biggest opportunity for local radio. ***Recommended for all Radio Personnel.***

### ■ Radio Sales Idea Exchange

Radio

"Money flows to good ideas." Here is your opportunity to share the BEST IDEAS in our state. Bring an idea or promotion that worked in your market and take one home to use immediately. This exchange will stimulate you to push your revenue boundaries and make you more money. ***Recommended for Radio Managers and Sellers.***

### ■ Outstanding Achievement Awards Banquet

We will honor the outstanding work done by our radio and television members in 2022.