



# CONVENTION 2024

**Thursday, April 4**  
**River Spirit Casino Resort—Tulsa, OK**

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|-------------|---|
| 8:00am      | Registration Opens, Continental Breakfast Opens   |
| 9:00-10:30  | <u>SUPER SESSION</u> : "Covering Polarized Issues: Election 2024—Know Your Story"<br><b>Kevin Benz</b> , Head Coach, <i>KevinBenz.news</i>  |
| 9:30-10:40  | <u>SUPER SESSION</u> : "Mastering Today's Sales and Buying Dynamics...and Loving it!"<br><b>Gary Moore</b> , President, <i>LocalBroadcastSales.com</i>  |
| 10:45-12:00 | <u>SUPER SESSION</u> : "A New Era for Local Media: The Role of AI"<br><b>Jim Brown</b> , President, <i>Borrell Associates, Inc.</i>   |
| 10:45-12:00 | <u>STUDENT SESSION</u> : "Preparing For Your Broadcasting Career"<br><b>Amy Calvert</b> , General Manager, <i>KOKH-TV/KOCB-TV</i><br><b>Kari King</b> , Digital Content and Social Media Executive Producer, <i>KFOR-TV</i><br><b>Don Cristi</b> , Senior VP of Programming, <i>iHeartMedia</i> |
| 12:00-1:00  | Membership Luncheon & Community Service Awards Presentation   |
| 1:15-2:30   | OAB/OBEA Student Career Fair  |
| 1:15-2:15   | "How to Monetize Social Media in a Meaningful Way"<br><b>Lori Lewis</b> , President, <i>Lori Lewis Media</i>  |
| 2:20-3:20   | "Storytelling With Phones: Don't Be a Reporter, Be a Storyteller!"<br><b>Mike Castellucci</b> , Phonography Pioneer   |
| 2:20-3:20   | "Radio Sales Idea Exchange"<br><b>Moderated by Tim West</b> , Radio Oklahoma Networks, and <b>Vance Harrison</b>  |
| 2:30-4:00   | OBEA Student Awards Presentation  |
| 3:30-4:40   | "Legal & Regulatory Q&A and Washington Update"<br><b>David Oxenford</b> , <i>Wilkinson Barker Knauer, LLP</i>   |
| 4:45-5:15   | Annual Membership Meeting   |
| 6:30-7:00   | Awards Reception  |
| 7:00-9:30   | Achievement Awards Banquet<br><i>Honoring your outstanding work in 2023</i>   |