

# 2024 OAB ANNUAL CONVENTION

## Thursday, April 4

### River Spirit Casino Resort, Tulsa

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#### ■ SUPER SESSION: A New Era for Local Media: The Role of AI Radio/TV

Since the advent of digital advertising 20 years ago, media usage has grown astronomically. Yet traditional local media have struggled to participate. Does your company have what it takes to grow your audience and meet advertisers' new demands of targeting and measurability? In this session, media analyst **Jim Brown from Borrell Associates** targets a clear opportunity for local media companies as Generative A.I. drive further proliferation of video and audio content, sending local businesses scurrying for a partner who can help them break through the noise. Since 2019, Jim Brown has been the President of Borrell Associates, the highly respected media research company. Jim has 30+ years of media management and media research. **Recommended for all Broadcasters.**

#### ■ SUPER SESSION: Mastering Today's Sales and Buying Dynamics ... and Loving It! Radio/TV

It is a given that local advertising has changed dramatically. Join us as we explore why selling TV and Radio has become easier than ever. However, at the same time, the challenges have never been more difficult. In this dynamic and practical session, we will also address the pivotal role of Your Previous Sales Experience – deciphering how it can either serve as a positive asset or pose challenges to your future sales success. Learn to master the art of identifying opportunities from the customer's perspective. **Gary Moore is the President of LocalBroadcastSales.com** and teaches and trains hundreds of broadcasters nationwide through his cutting-edge systems. **Recommended for all Sales and Management personnel.**

#### ■ SUPER SESSION: Covering Polarized Issues: Election 2024: Know Your Story Radio/TV

Elections are months away and that means journalists will again find themselves on the front lines of culture wars and polarization. Controversy, misinformation, and politics govern the public narrative, **but covering controversy by itself never informed anyone.** How can journalists educate and inform audiences? What best practices should we develop for covering the most controversial issues of the day – Abortion, Immigration, Gun Rights, Social Justice, COVID? This workshop looks at these issues and answers that question simply and pragmatically – know what story you are covering. **Kevin Benz** coaches thousands of journalists and hundreds of newsrooms around the country with his own style of pragmatic, ethical craft. Kevin will show you how to break down the most polarizing stories and truly educate your audience. **Recommended for all News Personnel.**

## ■ 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.***

## ■ How To Monetize Your Social Media In a Meaningful Way

Radio/TV

"Everyone is walking around with the Internet in their hands wanting to feel a part of something. Be that something." Join **Lori Lewis** as she gives us 7 "Hands-On" options that build on "Your Authority" for you to monetize your Social Media platform(s). In 2008, Lori left day-to-day programming as an award-winning PD to teach brands how to best leverage social media for greater awareness and financial growth. She served as VP/Social Media with Jacobs Media, Cumulus Media, Westwood One, and Midwest Communications until going out on her own in 2019. Lori now leads Lori Lewis Media, a social media management and content coaching firm. ***Recommended for all personnel who want to drive revenue and audience.***

## ■ Storytelling With Phones: Don't Be A Reporter, Be a Storyteller!

TV

"Phonography pioneer" **Mike Castellucci** will show you how to shoot a broadcast-quality story using only your phone. and will discuss the art of Storytelling. Mike is an Edward R. Murrow Award-winning journalist with over 30 Emmy awards, and Video Artist in Residence/Professor of Practice at Michigan State University School of Journalism. ***Recommended for all TV News Journalists.***

## ■ Radio Sales Idea Exchange

Radio

"Money flows to good ideas." Here is your opportunity to share with your colleagues 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 2023.