



AGENDA

October 7th

All times, sessions and speakers subject to change

11:00 AM – 1:00 p.m.

Check-In, Vendors Open and Free Headshots from Ava LaRue Photography

12:00 PM

Lunch

12:30 PM

Presentation from Marketron

1:00 PM

Perception vs. Reality



Pierre Bouvard

Chief Insights Officer

Cumulus Media and Westwood One

The biggest radio myths, according to Advertiser Perceptions, contrasted with hard data reality from Nielsen, Edison, and many research firms.

Pierre Bouvard is Chief Insights Officer for Cumulus Media and Westwood One and leads their Audio Active Group, a full-service advisory offering national brands media planning recommendations, creative best practices, and measurement services. The Audio Active Group weekly [blog](#) published weekly case studies and audio insights.

2:00 PM – 4:00 PM

The AI, AI, OH Workshop



Kelli Frieler
CEO
Vibrant Impact



Jeff Schmidt
VP of Professional Development
RAB

Your clients are already using AI—and asking it for a second opinion before they spend. **Are you ready for that conversation?**

This hands-on workshop starts with how sellers and managers can use AI right now to prospect smarter, prepare better, uncover insights and improve the sales process. Then we'll flip the conversation: **You may be learning how to use AI, but does AI know you?**

Broadcast has a great story. The problem is much of that story lives inside our communities—in places AI can't see. So, when advertisers ask ChatGPT where to spend their money, broadcast may never be the answer. We'll explore what AI tells advertisers when we're not in the room, why broadcast may be missing from the answer, and what sellers, managers and stations can start doing now to change that.

You'll leave with an actionable roadmap for both sides of AI equation: **how to use AI to maximize your sales process—and how to maximize your station's visibility through AEO (Answer Engine Optimization), so when advertisers ask AI, you're part of the answer.**



6:00 PM

MBA Excellence Awards Happy Hour

7:00 PM

MBA Excellence Awards Dinner

Emcee: Ian Leonard, Chief Meteorologist for FOX9 in Minneapolis/St. Paul

October 8th

All times, sessions and speakers subject to change

7:00 AM

Breakfast Available, Vendors Open

9:00 AM

MBA Annual Membership Meeting

9:45 AM

Break

10:00 AM

Minnesota Secretary of State Steve Simon



Secretary of State, Steve Simon

Local broadcasters play a vital role in informing voters and strengthening civic engagement. Secretary of State, Steve Simon discusses election administration, combating misinformation, voter confidence, and the important partnership between election officials and trusted local media. Learn how broadcasters can continue to provide accurate, timely information while serving their communities during election cycle.

10:30 AM

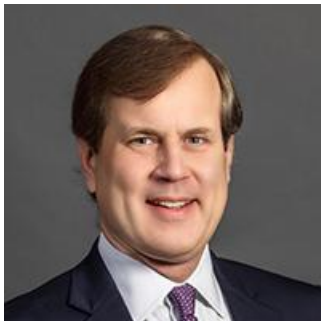
Grassroots Advocacy: Why it is Important for Minnesota Broadcasters to Engage



Joe Johnston
Director of Public Affairs
KSTP-TV



Sue Keenom
SVP State, International and Board Relations
National Association of Broadcasters



Josh Pollack
SVP of Government Relations
National Association of Broadcasters

Broadcasting's future is shaped not only in our stations and communities, but also in state capitals and on Capitol Hill. Join Joe Johnston of KSTP-TV along with Sue Keenom and Josh Pollack from the National Association of Broadcasters for an engaging discussion of policy issues, legislative priorities, and regulatory challenges impacting local radio and television stations. Learn why broadcaster advocacy is more important than ever, how your voice can influence decisions on the state and federal level, and practical ways every station can build stronger relationships with elected officials. Discover how collective advocacy protects local broadcasting's ability to serve communities, innovate, and remain an essential source of trusted news, emergency information, and entertainment for generations to come.

Plus, participate in a live advocacy simulation!

11:15 AM

Where Did the Dollars Go? A Discussion with Advertising Agencies

Panelists To Be Announced

Advertising budgets are evolving, but that doesn't mean opportunities for broadcasters are disappearing. Join agency leaders for an insightful conversation about where marketing dollars are being invested, what drives today's buying decisions, and how advertisers evaluate the effectiveness of local radio and television. Panelists will discuss emerging trends, client expectations, the role of digital and integrated campaigns, and what broadcasters can do to capture a larger share of advertising budgets. Gain valuable insight into how agencies think, what they need from media partners, and how your station can become an indispensable part of a client's marketing strategy.

12:00 PM

Lunch

12:45 PM



Presentation of Awards from the LTC Christopher Bingham of the Minnesota Army National Guard

1:00 PM

Leading Through Uncertainty When Trust, Communication, and Leadership are Critical to Successful Outcomes



Brigadier General Joe Sharkey
Minnesota National Guard

Brigadier General Joe Sharkey brings a unique combination of real-world leadership experience, community credibility, and a message that directly resonates with the broadcast industry. As the **34th Infantry Division Commander**, he has led through some of the most complex and visible moments in our state's recent history. He'll bring great perspective in how to lead through uncertainty when trust, communication, and leadership are critical to successful outcomes.

1:45 PM

Washington Update: FCC, Congress & Legal Issues Every Broadcaster Should Know



David Oxenford, Partner, Wilkinson|Barker|Knauer

The regulatory landscape continues to evolve, and broadcasters need to stay ahead of the changes. David Oxenford provides a comprehensive update on FCC proceedings, federal legislation, ownership issues, political broadcasting, AI regulation, and other legal matters affecting radio and television stations. Gain practical insights to help your station remain compliant while preparing for what's next.

2:15 PM

Break

2:30 PM

Mindset Shift™: Generative AI and Your Future
Transform How You Think, Work, Communicate and Lead



Sam Richter

Expert on Generative AI, ChatGPT & AI Powered Intelligence

Generative AI rapidly reshaping how organizations operate, compete, innovate, and connect. Yet the greatest advantage does not come from simply having access to AI. Rather, it comes from knowing how to use it strategically, responsibly, and effectively. How can leaders and teams move beyond generic output, choose the right tools, and apply AI in ways to create meaningful business value? In this dynamic, highly practical program, you will discover:

- The difference between AI and Generative AI
- How Generative AI creates a Mindset SHIFT™
- Practical AI tools you can start using immediately
- A forward-looking view into our Generative AI future

4:00 PM

Overcoming Adversity and Mental Mindset (no bad days)



Hunter Pinke

After a life-changing accident left him paralyzed, Hunter Pinke refused to let adversity define his future. His remarkable story of perseverance, determination, and overcoming impossible challenges will inspire attendees to embrace change, push through obstacles, and lead with purpose. This unforgettable keynote reminds us that our greatest limitations are often ones that we place on ourselves.

5:00 PM

MBA Annual Conference Closes