



# Heartland Media Conference

## April 24-25, 2024

### Fargo, ND

#### Wednesday, April 24th

**5:00 PM** Welcome Reception with Jennifer Lyn and Richard Torrence of Jennifer Lyn & the Groove Revival. Sponsored by BMI.

#### Thursday, April 25th

**9:00 AM** Opening Remarks from Charley Johnson, Visit Fargo Moorhead

**9:05 AM** Challenges & Opportunities of AI: Licensing, Verification & Deepfakes w/ John Clark, Senior VP Emerging Technology, National Association of Broadcasters

**9:45 AM - 10:00 AM** Break

**10:00 AM** How to achieve success in non-rated markets: A panel discussion with agency professionals w/ Kyle Niess, CEO & Partner, Odney, Kyrie Bussler, Senior Media Strategist at Lawrence & Schiller, Rick Stenerson, Owner, Stenerson Advertising. Moderator: Dan Cash, Market Manager, Midwest Communications.

**11:00 AM** How do we identify the next version of us? A panel discussion with engineers, Dave Johnson, Chief Engineer, WDAY-TV|WDAZ-TV, Jim Offerdahl, Owner, Offerdahl Broadcast Services, Mark Croom, ABIP Inspector for SD & ND. Moderator: Doyle Becker, Riverfront Broadcasting.

**11:30 AM** Updates on happenings at the FCC with David Oxenford, Partner, Wilkinson|Barker|Knauer

**11:50 AM** Welcome special guests from the Minnesota Army National Guard, North Dakota Army National Guard and South Dakota Army National Guard

**12:00 PM** Lunch and Ten-Minute Table Topics with Jim Birkemeyer, Owner, R&J Broadcasting, Inc. Dan Cash, Market Manager, Midwest Communications, David Oxenford, Partner, Wilkinson|Barker|Knauer, Kelli Frieler, Digital Expert, John Clark, Sr. VP of Emerging Technology, NAB



**1:00 PM** Keynote Presentation: The Changing Landscape for Broadcasters in 2024 & Beyond  
w/ Paul Jacobs of Jacobs Media

**2:00 PM** A Conversation about Digital w/ Paul Jacobs of Jacobs Media and Kelli  
Frieler, Digital Expert

**2:15 PM** Diving into Digital and Content w/ Kelli Frieler, Digital Expert

**3:00 PM** Travel Safely!



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