



2023 Minnesota Broadcasters Association Annual Conference

“Celebrating Milestones and the Next Generation”

Agenda

All times, speakers and sessions are subject to change

October 2nd Welcome, Reception and Vendor Networking

4pm Registration and Check-in at The Saint Paul Hotel

5pm-8pm Welcome Reception at Three Sixty St. Peter Street. Sponsored by KMSP FOX 9.

Welcome to St. Paul and to the 2023 MBA Annual Conference! Get checked into The Saint Paul Hotel and then join us for snacks and a beverage!

October 3rd Minnesota Broadcasters Association Annual Conference @ The Saint Paul Hotel

7:00am-8:30am Registration, Breakfast and Networking. Breakfast sponsored by R & J Broadcasting, Inc., Emergency Communication Networks and SMARTS Broadcast Systems.

Start your day with some breakfast and then check out the MBA Annual Conference Vendor Expo and MBA Scholarship Silent Auction.

8:00am Vendor Expo and MBA Scholarship Silent Auction Opens

8:30am-9:15am Minnesota Broadcasters Association Annual Membership Meeting

9:15am-9:30am Break for snacks, visit the Vendor Expo and Silent Auction. Break sponsored by WDIO-TV

Get up, stretch, grab a snack or two and visit our MBA Annual Meeting Vendors and MBA Scholarship Silent Auction.

9:30am-10:15am Session 1 “NextGenTV Launch” -Rob Folliard of Gray TV. Session sponsored by BOB-FM.

NextGenTV officially launched in Minneapolis on August 16th. Rob Folliard of Gray Television will provide updates on what the exciting launch of NextGenTV means for broadcasters and for viewers!

10:15am-11:00am Session #2 Industry Stakeholder Panel - What can you expect in 2024 and beyond from various industries that rely on radio and TV to be successful? Session sponsored by KROX Radio.

There are so many industries and businesses that rely on local radio and TV to help make their business successful. Look forward to what's ahead in 2024 and beyond from industry experts including Scott Lambert from Minnesota Auto Dealers Association and Bruce Nustad from the Minnesota Retailers Association.

11:00am-11:45am Session #3 Fireside Chat Keynote with Curtis LeGeyt, President and CEO. Sponsored by Big Deals Media.

Curtis LeGeyt will be joined by Wendy Paulson, President of the Minnesota Broadcasters Association to discuss issues impacting broadcasters like the AM for Every Vehicle Act, vMVPDs, Local Radio Freedom Act and Journalism Competition and Preservation Act. Plus, an insider's look on the climate on Capitol Hill leading up to the 2024 election, and what's going on at the FCC?

12pm-1pm Lunch with the presentation of recognition awards from Minnesota National Guard, and honoring the MBA Board Chair. Lunch sponsored by R & J Broadcasting, Inc., Emergency Communication Networks, and SMARTS Broadcast Systems.

Enjoy lunch prepared by The Saint Paul Hotel executive chef, Thomas Sandborough. The MBA will honor Todd Wentworth of Gray TV Duluth as Board Chair and welcome Jim Birkemeyer of R & J Broadcasting, Inc. as Board Chair in 2024.

1:00pm-1:05 Quick break to visit the Vendor Expo and bid on the MBA Scholarship Silent Auction items.

1:05pm-2:05pm Session #4 "You're Not in the Media Business Anymore" with Paul Jacobs of Jacobs Media Group. Sponsored by Leighton Broadcasting.

Paul will provide an overview of the state of radio and television and the competitive landscape and stress the importance of "local." He will also cover revenue trends, growth opportunities, a new model for consideration, the 2023 Jacobs Media Group Techsurvey which provides perspective on how audiences are consuming audio and video. Paul will provide great examples of how broadcasters across the country have applied new concepts for growth.

2:05pm-2:45pm Session #5 MBA Legal Hotline Attorneys -David Oxenford and Mark Anfinson Sponsored by BOB FM.

Your MBA Legal Hotline Attorneys, David Oxenford and Mark Anfinson -- live and in-person! FCC attorney, David Oxenford of Wilkinson|Barker|Knauer who specializes in EEO, FCC and Political Advertising Law and Mark Anfinson who specializes in media law, advertising law and the First Amendment will host a session that will tackle current topics impacting all the above and how it relates to you. With political advertising coming up in 2024 this will be an important session.

2:45pm-3:00pm Break for Snacks, Vendor Expo and Silent Auction. Break sponsored by Townsquare Media Duluth.

Get up, stretch, grab a snack or two and visit our MBA Annual Conference Vendors and get your final bids in on the MBA Scholarship Silent Auction items.

3:00pm-3:45pm Session #6 Impacts of the 2023 Legislative Session, and Employment Law Discussion. Sponsored by Winthrop & Weinstine.

Tom Hanson will unravel the impact of the 2023 Legislative Session, preview 2024 and then dig into employment law changes with Winthrop & Weinstine Employment Law Attorney, Laura Pfeiffer. This interactive session is designed to answer your questions and to provide an overview of the changes that have taken place in employment law and to talk about what might be on the horizon as we look forward to 2024.

3:45pm-4:15pm Session #7 Broadcasters Recruitment Panel Discussion. Sponsored by Minnesota Wild.

How can our industry engage a generation of interest in broadcasting? Learn more from Mark Seignious from the University of Northwestern – St. Paul, Elisa Cohen of the University of Minnesota's Hubbard School of Journalism and Tim Rohweder of Proctor High School. This panel will be moderated by Brenda Smeby, Vice President of Human Resources for Hubbard Broadcasting.

6:00pm-7:00pm Minnesota Broadcasters Hall of Fame Social. Sponsored by Gray TV.

7:00pm-9:00pm Minnesota Broadcasters Hall of Fame Induction Dinner. Sponsored by Marketron.

Join us as we celebrate the induction of Jim Bartels, Mary Campbell, Boyd Huppert, Tim Russell and Lee Valsvik into The Minnesota Broadcasters Hall of Fame.

October 4th Sales, Promotions, and Content Workshop. Sponsored by 5 Eyewitness News, KSTC-TV Channel 45, SKOR NORTH, myTalk 107.1 and KS95

7:30am-9:00am Registration and Breakfast. Breakfast sponsored by R & J Broadcasting, Inc., Emergency Communication Networks and SMARTS Broadcast Systems.

Register and start your day!

9:30am-10:30am "Breakthrough Sales Success" with Steve Wexler of WEXL Coaching & Development
Sales is everybody's business! Steve will discuss why the old fashioned "silos" that separate sales from content are one of the biggest obstacles to success. He will arm sales, promotion and content teams with a contemporary way of thinking about what business our clients actually think we're in and how to make sure we're speaking *their* language, not ours. He'll also work on preparation for client meetings, focusing on the three powerful types of questions we should understand to uncover true customer needs. Plus, Steve will reveal the "Top 10 Traits" of great salespeople. He will wrap up by applying these concepts in a competition where attendees face-off to see who "wins" the business. A combination of sales and content can work more closely together to win.

10:30am-11:30am Topics in Digital Sales Panel Discussion with Paul Jacobs of Jacobs Media, AJ Mansour of iHeartMedia and Bill Hurley of TEGNA.

Hear from digital sales leaders on how you can supplement digital into programs to make an impact for your clients in 2024 and beyond. Then, stay tuned for a big announcement about upcoming digital training offered free to MBA Members in November.

11:30am-12:30pm Lunch. Sponsored by R & J Broadcasting, Inc., Emergency Communication Networks, and SMARTS Broadcast Systems.

Enjoy a box lunch and network with broadcasters around the room.

Sales Track

1:00pm-4:00pm “Surviving to Thriving in Sales...Sales Job or Sales Career” with Derron Steenbergen of the Swagger Institute and the Ten-Minute Trainer Network

The Surviving to Thriving in Sales session is a high energy, exciting way to make your commission checks bigger. Learn simple steps often skipped or forgotten that will help you make more magic in your sales career. Derron Steenbergen, President of the Swagger Institute will motivate you to use creative approaches to prospecting, new business development and building better relationships. Derron is one of the very best sales trainers, motivators, and relatable sales guys you will ever meet. Thousands have left this session with specific tips to make their business more successful, and more importantly, how to have more fun doing it. Oh, and you will learn the six most powerful words in sales, and they are sure to change your career. Plus, Derron will give one question that if you start asking every account you have you are guaranteed to get information you have never gotten.

Content Track

1:00pm-2:30pm “Breakthrough Content Workshop” with Steve Wexler of WEXL Coaching and Development

Most on-air performers don't have a process for capturing and presenting their most interesting content. Steve Wexler will explore the creative process and discuss the specific methods talent can use to break through as well as the biggest obstacle to creating the best content. This workshop is great for content creators in TV, radio and digital.

2:30pm-4:00pm “Pumping up Your Storytelling Muscles” with Boyd Huppert of KARE-TV

Exercise your storytelling muscles in this practical session, loaded with tips to help you tell day-turn stories that connect with viewers. Learn the power of focus, the three keys to an effective open, and the secret to revealing engaging surprises. These are the storytelling techniques Boyd Huppert used on his way to 22 National Murrow Awards and now the Minnesota Broadcasters Hall of Fame.

4:00pm Thank you for attending the MBA Annual Conference! Travel safely!

Save the dates for 2024!

2024 MBA Annual Conference in Rochester

Hilton Rochester/Mayo Clinic

September 30th – October 2nd