



**\*Minnesota Broadcasters Annual Conference and Minnesota Broadcasters  
Hall of Fame**

**Induction Ceremony and Dinner**

**"BroadCASTing for the Future"**

**September 29th-30th, 2025**

**JX Venue**

**Stillwater, Minnesota**

**\*All times, speakers and sessions subject to change**

**Cast your line and reel in something extraordinary this Fall in scenic Stillwater, Minnesota, as we gather for the MBA Annual Conference and Minnesota Broadcasters Hall of Fame Induction Ceremony and Dinner!** From cutting-edge technology to game-changing sales strategies and digital innovations, this is your chance to bait big ideas and net new inspiration. **Don't miss this opportunity to anchor yourself in the future of broadcasting!**

**Monday, September 29<sup>th</sup>**

**“SalesCASTing for the Future”**

**(Free MBA Member Benefit)**

**11:00 a.m. Registration/Check In**

**12:00 p.m. Lunch/Networking**

**12:30 p.m. – 1:00 p.m.**



**Dustin Wilson**  
**Marketron**

**“Selling Digital: Cast Your Sales Net for Your Renewal and Their Results”**

As digital sales have become increasingly important part of broadcasting revenue, how to sell it successfully comes with challenges. However, broadcasters are in a great position to win this business from local advertisers. The key to this becoming recurring, reliable revenue starts with selling for renewals and results, which means defining the company’s challenges and aligning digital tactics to their goals. Join Marketron’s Senior Director of Digital Strategy, Dustin Wilson, for this session where you’ll gain tips and strategies to ensure digital sales success!

**1:00 p.m. – 2:00 p.m.**



**Jim Brown**  
**Borrell Associates**

## **“The Future of Selling: What Local Advertisers Value & How to Win Them Over”**

The media landscape is evolving rapidly – and so are the expectations of local advertisers. Based on Borrell’s latest research, including insights from thousands of businesses across the U.S., this session offers a high-level view of the shifting marketplace along with practical, tactical guidance for sales professionals.

We’ll explore what today’s advertisers truly value, how their buying behaviors are changing and where broadcasters can win with data, digital and consultative selling. You’ll learn what separates top-performing sellers from the rest, how to position your station as an essential marketing partner, and why old-school prospecting isn’t cutting it anymore. Whether you’re managing a team or out on the street making calls, you’ll leave with clear direction on how to align your approach with what buyers want now—and what they’ll demand next.

**2:00 p.m. - 4:00 p.m.**



**Derron Steenbergen**  
**Swagger Institute**

## **"Smart C.A.S.T.s Land Bigger Fish - Sales Strategies That Work"**

In sales, it's not only about casting the most lines - it's about making every cast count. This sessions dives into Smart C.A.S.T. strategies designed to help you land bigger "fish" by focusing on what truly drives results: consistent activity, timely follow-up, and leveraging digital advertising practices to stay top-of-mind. We'll simplify the process, showing you how to keep your message clear and targeted while creating a sense of urgency that inspires action. Walk away with practical tools to sharpen your approach, boost your pipeline, and turn more opportunities into wins. In fishing you must make your first C.A.S.T. your best C.A.S.T...and in sales, your success lies in every C.A.S.T...Don't miss this session to learn more. This session is perfect for all sellers, managers and...well, everyone!

**5:00 p.m. - 8:00 p.m.**

**Minnesota Broadcasters Annual Conference Welcome Reception at Velvetten Speakeasy (123 2<sup>nd</sup> St. N. Stillwater, MN) (Registered full conference guests).**

## **Tuesday, September 30th**

**7:00 a.m.**

**Registration, Breakfast and Visit Vendors**

**8:30 a.m.**

**MBA Annual Business Meeting**

**9:00 a.m.**

**Tackle Box Break: Gear Up and Visit our Vendors**

**9:10 a.m.**

**Awards from the Minnesota National Guard, MBA Young Professional of the Year Award and MBA Service to Minnesota Awards**

**9:30 a.m.**



**Tom Hanson**

**Winthrop & Weinstine**



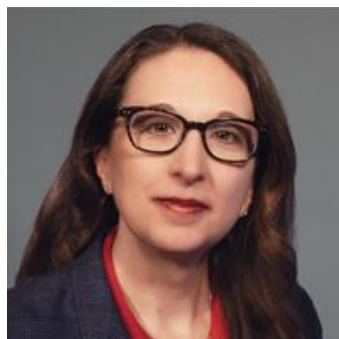
**Andrea Rau**

**Winthrop & Weinstine**

### **Legislative Update with Tom Hanson and Andrea Rau of Winthrop & Weinstine**

Decisions made by lawmakers in St. Paul have lasting impacts on Minnesota's broadcasters. In this informative session, Tom Hanson and Andrea Rau of Winthrop & Weinstine will break down the key legislative issues facing the future of our industry and will give you an insider's look at the upcoming legislative session.

**10:00 a.m.**



**April Carty-Sipp**  
**Executive Vice President Industry Affairs**  
**National Association of Broadcasters**

**“Hooked on the Horizon: AI, Ownership & the Power of the Broadcast Current”**

As broadcasters cast their lines into uncharted waters, new forces like AI, media consolidation, and evolving content landscapes are reshaping the entire ecosystem. In this forward-looking session, we’ll explore how to stay on top of the wave—leveraging emerging technologies, navigating ownership trends, and harnessing the enduring power of local towers. Whether you're deep in the weeds or trolling for opportunity, this conversation will help you bait the hook for the next era of broadcasting.

**10:30 a.m.**



**Laura Ivey**  
**Director of Research**  
**Edison Research**

**“Share of Ear”**

Edison Research’s “Share of Ear” is a quarterly study that tracks how Americans spend their time listening to audio, encompassing all platforms and devices. It provides detailed insights into ad-supported audio consumption, including AM/FM radio, streaming services,

and podcasts, as well as other forms like audiobooks and owned music. **Laura Ivey**, Director of Research for Edison Research will highlight insights from the most recent research results.

**11:00 a.m.**



**Erin Callaghan**  
**President of Enterprise Partnerships**  
**Futuri**

**“How AI is Reshaping the Future of Broadcasting”**

AI is reshaping how every industry operates. We’ll focus on what this actually means for your revenue, your audience and your competitive advantage. No Silicon Valley hype – just real talk.

**11:30 a.m.**



**Mark Anfinson**  
**MBA Legal Hotline Attorney**

**“First Amendment and Broadcasting: Legal Protections at Risk?” with Mark Anfinson**

This session will summarize First Amendment basics, as applied to issues currently affecting the broadcast industry. MBA Legal Hotline Attorney, Mark Anfinson will discuss recent legal developments, how First Amendment principles may affect them, and how much protection broadcasters really have under the First Amendment in today’s climate.

**12:00 p.m.**

**Lunch and visit vendors**

**1:00 p.m.**



**Will Reeve**  
**Reporter/Anchor**  
**ABC News**

### **Keynote Presentation**

Will Reeve of ABC News will speak about the vital connection local broadcasters make in their communities, serving as trusted voices.

Will Reeve is a New York-based correspondent, reporting for all ABC News programs and platforms, including “Good Morning America,” “World News Tonight with David Muir,” “Nightline” and ABC News Live. At ABC News, Reeve has reported on a variety of stories from 41 states and eight countries, with more to come. He has covered hurricanes, wildfires, the COVID-19 pandemic, the death of Queen Elizabeth II, the World Cup, the Super Bowl, the World Series, the NBA Finals, the NCAA men’s and women’s Final Four, the College Football Playoff National Championship, and more. In 2024, Reeve co-anchored ABC’s official Emmy® pre-show, “On the Red Carpet: Live at the Emmys.”

Reeve created and is a recent BAFTA recipient of “Will Reeve: Finding My Father,” a documentary from ABC News Studios featuring original enterprise reporting from the furthest reaches of Alaska and Baja, Mexico.

Reeve’s work as part of a group of ABC News journalists covering a series of wildfires in California in 2019 earned him his first News Emmy nomination for Outstanding Coverage of a Breaking News Story in a Newscast. In 2022, Reeve was nominated for Outstanding Live News Special for his work co-anchoring the ABC News Live special “Mission to Mars: Live.”

Prior to joining ABC News in 2018, Reeve was a correspondent at ESPN, contributing to all ESPN platforms and shows, including its flagship “SportsCenter,” “College Gameday,”

“E:60” and ESPN Radio. While at ESPN, Reeve also anchored the weekly “MSG Hockey Show” on MSG Network in the New York City area.

Prior to beginning his career in broadcast television in 2014, Reeve spent two summers as an intern at

“Good Morning America.”

Reeve serves on the board of directors of the Christopher & Dana Reeve Foundation, an organization founded by his late parents dedicated to finding cures for spinal cord injuries and providing quality- of-life care for those impacted by paralysis. He is also a national ambassador for Boys & Girls Clubs of America.

A 2014 graduate of Middlebury College in Vermont with a degree in English and American literatures, Reeve lives in New York City.

**2:15 p.m.**

**Tackle Box Break: Gear Up and Visit our Vendors**

**2:30 p.m.**

**“Casting the Future: Voices from the Next Generation of Broadcasters”**



**Rollie Dethloff**  
**Midwest**  
**Communications**



**Sam Fischer**  
**TEGNA**



**Jane Hubbard**  
**Hubbard**  
**Broadcasting**



**AJ Reisetter**  
**Student – University of Iowa**

Every great angler knows the importance of fresh bait—and the same goes for our industry. Join us as we cast a line toward the future with a lively panel discussion featuring rising voices in broadcasting. Hear directly from the next generation as they share what drew them into the field, the challenges they’re navigating, and the ideas they’re bringing to the surface. It’s a chance to listen, learn, and discover how the future of broadcasting is already making ripples across the industry.

**3:00 p.m.**





**David Oxenford**

**Wilkinson|Barker|Knauer**



**Josh Pollack**

**National Association of Broadcasters**

### **“Navigating the Noise on Capitol Hill and at the FCC”**

Decisions made by lawmakers and at the FCC have lasting impacts on Minnesota’s broadcasters. In this dynamic and informative session, MBA Legal Hotline Attorney, David Oxenford of Wilkinson, Barker, Knauer and Josh Pollack of National Association of Broadcasters will break down the key legislative and regulatory issues facing the future of our industry.

**3:30 p.m.**



**Jeff Schmidt**

**SVP Professional Development**

**RAB**

### **“Embrace Disruption”**

Embrace Disruption is a strong call to action for broadcasters and media leaders who feel the pressure of a rapidly shifting landscape. This keynote challenges the myth that radio and television are dying and instead reframes disruption as opportunity – an invitation to reinvent, innovate, and lead with the trust, connection, and authenticity that only local media can deliver. Drawing on lessons from industry disruptors, timeless stories of resilience, and the hard truths of companies that failed to adapt, Jeff Schmidt inspires audiences to step boldly outside their comfort zones, embrace change as fuel for creativity,

and claim their role as anchors in an uncertain world. This isn't about survival. It's about transformation and seizing the future before it passes you by.

**4:00 p.m.**

**Closing Remarks, MBA Annual Conference and Vendor Booths Close**



**6:00 p.m.**

**Minnesota Broadcasters Hall of Fame Social Hour (Registered guests only)**

**7:00 p.m.**

**Minnesota Broadcasters Hall of Fame Induction Ceremony & Dinner (Registered guests only)**