



2022 Minnesota Broadcasters Association Annual Meeting

Agenda

Times and Speakers Subject to Change

October 10th Welcome, Reception and Vendor Networking at Madden's Wilson Bay Lodge Pemmican Room

4pm Registration and Check-in at Madden's on Gull Lake begins at Madden Inn and Golf Club

5pm-8pm Welcome Reception at Wilson Bay Lodge sponsored by KMSP FOX 9

Welcome to Brainerd/Baxter and to the 2022 MBA Annual Membership Meeting! Get checked into Madden's and then join us for snacks and beverages sponsored by KMSP FOX 9!

October 11th 2022 Minnesota Broadcasters Association Annual Meeting @ Madden's Town Hall Conference Center

7am-8:30am Registration, Breakfast and Networking at Fairways Room at Madden Inn sponsored by R & J Broadcasting, Inc., Emergency Communication Networks, Hubbard Broadcasting and SMARTS

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

8am Vendor Expo and MBA Scholarship Silent Auction Opens at Town Hall Conference Center

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

9:30am-10:15am Session 1 "The Connected Vehicle – What Does that Mean for Broadcasters?" -Juan Galdamez of Xperi

How listeners consume content in the vehicle is evolving rapidly! Automakers are bringing the living room experience to the vehicle and increasing connectivity to the vehicle. The great news... Radio is still the #1 source of entertainment inside the vehicle! Join us as we walk through how the Connected Car is evolving and chat through what that looks like for broadcasters.

10:15am-10:30am Snacks, Vendor Expo and Silent Auction

Get up, stretch, grab a snack or two and visit our MBA Annual Meeting Vendors and MBA Scholarship Silent Auction. Snack break sponsored by WDIO-TV.

10:30am-11:15am Session #2 MBA Legal Hotline Attorneys -David Oxenford and Mark Anfinson sponsored by Marketron

Your MBA Legal Hotline Attorney's live an in-person! FCC attorney, David Oxenford of Wilkinson|Barker|Knauer who specializes in EEO, FCC and Political Advertising Law and Mark Anfinson specializing in Advertising, Media and First Amendment law will host a session that will tackle current topics impacting all the above and how it relates to you. Sponsored by Marketron.

11:15am-12pm Session #3 Newsroom Session sponsored by Leighton Broadcasting

Everyone has personal beliefs and opinions...how can a newsroom navigate social platforms that show staff's personal beliefs with newsroom ethics? Hear from newsroom leaders from across from the state on what is impacting the ways in which their stations are delivering news and what is on the horizon for the future of their newsrooms. Sponsored by Leighton Broadcasting. Panelists include Stephanie Hedrick of KTTC-TV and KXLT-TV in Rochester, Blois Olson of Fluence Media, Joe Augustine of KSTP-TV and Laura Oakes of WCCO-AM.

12pm-1pm Lunch sponsored by R & J Broadcasting, Inc., Emergency Communication Networks, Hubbard Broadcasting and SMARTS

Enjoy lunch prepared by Madden's executive chef, Zane Scheffer. Then, walk around to our MBA Annual Meeting Vendors. Don't forget to get your bids in on the MBA Scholarship silent auction! Dollars raised in the silent auction help to further the future of broadcasting in Minnesota with the MBA Scholarship. Lunch sponsored by R & J Broadcasting, Inc., Emergency Communication Networks Hubbard Broadcasting and SMARTS.

1pm-2pm Session #4 Destination 2032: What the Media Business Looks Like a Decade From Now - Keynote Speaker – Gordon Borrell of Borrell & Associates sponsored by Big Deals Media

Using two decades of media trends, media analyst Gordon Borrell projects what 2032 is likely to hold for Minnesota broadcasters. The pandemic accelerated longstanding, slow moving trends, forming a very different type of advertising and marketing economy. Depending on your perspective, this intriguing presentation will either energize you or scare your socks off. Maybe both. A 10-minute Q&A will follow. Keynote speech sponsored by Big Deals Media.

2pm-2:45pm Session #5 Broadcast + OTT: Harnessing a Powerful Combination – David Buonfiglio and Brian Allers of TVB sponsored by BOB FM and Carpenter Broadcasting.

The pandemic accelerated the adoption of streaming video and advertising by several years. As a result, OTT has emerged as a focus for broadcast sellers wanting to offer a powerful secondary channel for advertising. Broadcast TV also emerged from the pandemic bigger, better, and stronger than ever. TVB will present the fundamentals of streaming advertising, laying the foundational knowledge local broadcast TV and radio sellers need to sell OTT video ads. Then TVB will showcase the newest independent third-party research highlighting the strength of broadcast TV. It'll also showcase the strategy behind using TV or radio with OTT together and detail how it's a powerful one-two punch for local advertisers. Sponsored by BOB FM and Carpenter Broadcasting

2:45pm-3pm Snacks, Vendor Expo and Silent Auction

Get up, stretch, grab a snack or two and visit our MBA Annual Meeting Vendors and get your final bids in on the MBA Scholarship Silent Auction. Snack break sponsored by Townsquare Media Duluth.

3pm-4pm Session #6 Advocacy and You sponsored by Winthrop & Weinstine

What's happening in the State and on Capitol Hill? Advocacy is essential to strengthening and supporting broadcasters. Joshua Pollack, Vice President of Government Relations for the NAB will share strategies and forward movement on Capitol Hill. Tom Hanson, Government Relations with Winthrop & Weinstine, will cover State legislation. Josh and Tom will also be joined by MBA Members to share their advocacy experiences and how you can get involved with advocacy. Sponsored by Winthrop & Weinstine.

4pm-5pm Session #7 What can you expect in 2023 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 2023 and beyond from industry experts including Liz Rammer from Hospitality Minnesota, Scott Lambert from Minnesota Auto Dealers Association and Bruce Nustad from the Minnesota Retailers Association.

Sponsored by KROX Radio.

6pm-7pm Happy Hour in Madden's Town Hall Conference Center sponsored by AdCellerant

7pm-9pm Dinner in Maddens Town Hall Conference Center sponsored by R & J Broadcasting, Inc., Emergency Communication Networks, Hubbard Broadcasting and SMARTS

Enjoy dinner prepared by Madden's executive chef, Zane Scheffer drinks, honors and more! Dinner sponsored by R & J Broadcasting, Inc., Emergency Communication Networks, Hubbard Broadcasting and SMARTS.

9pm-11pm After-Dinner Reception at the Madden's on Gull Lake Voyageur Hospitality Room sponsored by KBJR-TV, KEYC-TV and KTTC-TV

Enjoy a Fall evening in the Northwoods by joining your fellow broadcasters around the campfire. The marshmallows will be roasting, s'mores will be plentiful, and the stories shared will be memorable. Bring your own beverages. "First-Drink-On-Us" sponsor is Xperi.

October 12th One-Day Sales Camp – Madden's Golf Villas Meeting Rooms A & B

7am-8:30am Registration and Breakfast

Register and start your day with breakfast in the Fairways Room at Madden Inn sponsored by R & J Broadcasting, Inc., Emergency Communication Networks, Hubbard Broadcasting and SMARTS.

9am-10am Trends in the economy and labor market updates from Erick Garcia Luna of the Federal Reserve Bank of Minneapolis

Inflation, supply chain and worker shortages have become very familiar topics in the last two years. Erick Garcia Luna, Outreach Director for the Federal Reserve Bank of Minneapolis will be presenting an overview of the main economic indicators, current trends in the regional economy, and labor market dynamics to shed some light on the dynamics behind today's economy.

10:00am-10:50am Highlights from the Local Advertising Survey with Gordon Borrell of Borrell & Associates

Local businesses are taking on more and more of their own marketing tasks and hiring a bevy of young, digitally savvy assistants. And they're looking for something very different from broadcasters – something that TV and radio possess a great deal of. In this session, advertising analyst Gordon Borrell will show how the demands of local businesses and ad agencies have changed since the pandemic and how broadcasters who tweak their sales approaches can find greater opportunity.

11am-11:45pm Digital Sales Panel

Hear from digital sales leaders in how you can supplement digital into programs to make an impact for your clients in 2023 and beyond. Panelists include Mary Niemeyer of Townsquare Media Duluth, Bill Hurley of KARE-TV and Kelli Frieler of Leighton Broadcasting.

11:45am-1pm Lunch and #WeAreBroadcasters

Enjoy a box lunch and then join for a volunteer project with MATTERbox. MATTERboxes will be delivered to a local Brainerd/Baxter food shelf at the conclusion of the event. #WeAreBroadcasters. Lunch sponsored by R & J Broadcasting, Inc., Emergency Communication Networks, Hubbard Broadcasting and SMARTS.

1pm-4pm "Sell Like a Champion" presentation from Erik Therwanger of ThinkGreat!

You will discover the sales strategies and techniques necessary to open new opportunities, stay motivated, and impact your clients. With an emphasis on understanding the sales engine that powers their sales vehicles, sales leaders will learn new ways to enhance their performance while achieving greater results and unleash their unlimited potential.

4pm Thank you for attending the MBA Annual Meeting and One-Day Sales Camp! Travel safely!