

2022 IBA SUMMER CONVENTION

June 16

Prairie Meadows

1 Prairie Meadows Drive, Altoona, IA 50009

REGISTRATION & BREAKFAST

8:00am – 8:45am

WELCOME

8:45am – 9am

OPENING KEYNOTE

9am – 9:30am

MORNING RADIO SALES SEMINAR

9:30am – 10:30am

Presenter: Jeff Schmidt

Topic: The 7 Steps to Selling Success

Sales can be confusing, particularly for new sellers just entering the career. It can be equally frustrating for veteran sellers who are so good at what they do, they've forgotten what they do, and they are just acting on instinct. Then something happens, say a global pandemic, and we are all right back to figuring out what will or what has made us successful. In this session we will walk you through the 7-Steps of Selling Success. A repeatable process that will help you achieve the level of excellence that you want

10:30am – 11:30am

Presenter: Jeff Schmidt

Topic: What Now, What Next? The world of marketing and advertising is changing faster than you can read this. In this fast-paced session, learn to embrace disruption, embrace new ideas, and maintain what makes traditional media vital and vibrant in the new media landscape. Things are ever changing, and you must change with them in order to thrive.

MORNING TV SALES SEMINAR

9:30am – 10:30am

Presenters: Brian Allers and Brad Seitter, TVB

Topic: Broadcast + OTT: A Winning Combination

- * Strategy behind using both Linear + OTT together
- * Local Advertiser Testimonials
- * Difference between the two mediums
- * Where to build OTT budgets

10:30am – 11:30am

Presenters: Brian Allers and Brad Seitter, TVB

Topic: Broadcast TV Wins Big

Broadcast TV emerged from the pandemic bigger, better, and stronger than ever. TVB will showcase the newest independent third-party research highlighting the strength of broadcast TV. Sports betting and political category spend data will also be discussed to drive home how strong our medium is performing. They'll also take a look forward to our bright future with NEXTGEN TV.

MORNING MANAGEMENT SESSIONS

9:30am – 10:30am

EEO Seminar

Presenter: David Oxenford

10:30am – 11:30am

Best Practices Roundtable – Placing Your Best Bets on The Future.

MORNING NEWS SEMINAR

9:30am – 11:30am

Presenter: Brendan Keefe, TEGNA & WXIA-TV

Topic: MMJ Skills in COVID Times

It was already tough enough being a solid MMJ storyteller, let alone an investigative MMJ. Then the pandemic happened. Like everyone else, multi award-winning investigative MMJ Brendan Keefe of Atlanta's WXIA-TV has had to make COVID adjustments to cover stories. Yet he has managed to break big stories, some garnering national headlines. Keefe recently tracked down several living voters that a Georgia voter fraud lawsuit claimed were dead, but still voted. He will show newsrooms the techniques he uses to make his MMJ reporting compelling and visually interesting, even in pandemic conditions.

2022 IBA AWARDS LUNCHEON

Noon – 1:30pm

Presentations:

2022 IBA UNI Media Scholarships

2022 IBA Annual Association Awards

AFTERNOON RADIO/TV SALES SEMINAR

1:30pm – 3:00pm

Presenter: Jeff Schmidt

Topic: Becoming A Source of Business Intelligence

It's vital to be known for what you know to grow your client list and one of the keys is being a source of business intelligence for decision makers in your community. This session is a deep dive into one or two hot categories that will help not only prospect but help develop stronger marketing strategies for your clients.

Hot industry categories in 2022 to choose:

- Healthcare
- Automotive
- Home Improvement
- Restaurants
- Recruiting Services
- Family Law/Legal Services

AFTERNOON NEWS SESSIONS

1:30pm – 3:30pm

Presenter: Brendan Keefe, TEGNA & WXIA-TV

Topic: Cover the Story You Find, Not The One Assigned: Prioritizing Creativity on Deadline

“Who has time to tell a great story? I’m just trying to make deadline!” Brendan Keefe just got back from covering Hurricane Ida in New Orleans. He’s a working journalist and MMJ facing deadlines and the pressures of working in a modern newsroom. Brendan will show you how choosing a creative focus can save you time and make you a better storyteller. He’ll also show you simple tech tools that can help you in the field. From creative stand-ups to multi-camera interviews, these are real-world methods for improving your work, building your personal brand, and furthering your career.

AFTERNOON MANAGEMENT SESSIONS:

1:30pm – 3pm

"FEDERAL & STATE UPDATE "

Tim Nelson, Brooks Pierce

David Oxenford, Wilkinson Barker Knauer

Nicole Gustafson, NAB

Brad Epperly, Nyemaster