



# ANNUAL CONVENTION 2010

*March 18-19, 2010*

*Skirvin Hotel*

*Oklahoma City, Oklahoma*

Presented By



# 2010 OAB ANNUAL CONVENTION

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THURSDAY, MARCH 18

## How to Win Local Direct Business

*Radio/TV*

### Regardless of the Economy, Ratings, or Format

"We're not doing anything right now because we can't afford it...Your rates are too high...You're not Number One...I don't like the music/programs on your station..." Enough! In this session Paul Weyland shows you how to justify your station, your rates and your format or program to local clients whether you're number one or number 20. Imagine clients buying you long-term at rate card after you show them an iron-clad reason for them to do so, even in an iffy economy. You'll come away from this session armed with dozens of relevant and original ideas designed to take local decision makers from NO!...to Maybe...to YES! Be sure to bring product/service categories you've had trouble selling and we'll come up with big ideas for them ON THE SPOT. *Recommended for all Broadcast Sellers.*

## Time Management 1.0 & 2.0

*Radio/TV*

1.0—If you are overscheduled, constantly playing catch up and perpetually behind, this seminar is for you. Simplicity expert Mary Carlomagno will teach you how to multitask productively, use technology to your benefit and manage competing priorities. Participants will come away from the session with a new way approach to work, one free of clutter and distraction. Procrastinator's welcome, this seminar will help you achieve more in less time and live the work life you always imagined. *Recommended for All Broadcasters.*

2.0—This second session with Mary Carlomagno is a series of interactive exercises that speak to your everyday issues. Say goodbye to the pressure of the "to do" list with proven techniques that help you recognize the time drainers in your life and how they impede your progress. Exercises, group sharing and storytelling will be employed in this highly interactive session that will motivate you to make long lasting changes that you can maintain. Participants can expect to receive personalized advice to their most challenging time management issues. *Recommended for All Busy Broadcasters.*

## Social Media Overview 1.0 & 2.0

*Radio/TV*

With the rise of Web 2.0 and social networking sites like Facebook and Twitter, we are in the midst of one of the most significant cultural shifts since World War II. In this session from Jim Quillen you will learn about the social media audience—why they've flooded into social sites, and what they are looking for. Learn how other media businesses are harnessing this unprecedented power of interactive media and how you must understand the medium to succeed. *Recommended for All Broadcasters.*

## SBE Engineering Conference

*Radio/TV Engineers*

Breakfast starts at 8:00am, then join us for a full day of relevant sessions for station engineers. *Recommended for All Broadcast Engineers*

## The Business of Our Business: Acquisitions and Financing

*Radio/TV*

Mike Andres from BIA will describe the current market place for station trading and give some perspective on the lending environment. This session will explore the new realities of lenders and how the structure of "The Deal" has changed. Mike will also discuss the problems and opportunities that have emerged from the current recession and how "Debt Management" is the operative word going forward. Here is your chance to understand how the broadcast business fits into the financial markets for both Publicly Traded and Privately Held broadcasters. *Recommended for Broadcasters and Investors.*

## Washington Update: Legal & Regulatory Review

*Radio/TV*

Join the OAB Legal Counsel David Oxenford as he discusses the changes in Washington and the FCC. Topics will include Television Spectrum challenges, The Performance Tax, Music Licensing issues, Social Media, and EEO requirements. David will update us on the events and rulings that affect our business. *Recommended for All Radio and Television Managers.*

## Radio Sales Idea Exchange

*Radio*

Bring your great ideas to this 90-minute session that will be filled with "best practices" used by stations around the state. Money Flows to Good Ideas...and we expect many of them to be exchanged in this session. Bring an idea and take one home to use immediately. Hosted by the OAB's Vance Harrison. *Recommended for Radio Managers and Sellers.*

## Account Executive Mixer—The Venetian Room, Skirvin Hotel

*Radio/TV AEs*

Join other sellers for a networking opportunity in The Venetian Room on the 14<sup>th</sup> floor of the Skirvin. Enjoy adult beverages, snacks, and socializing with a great view of Oklahoma City before the Hall of Fame dinner that evening. Just show up and enjoy!

## Hall of Fame Reception and Dinner

Join us as we honor the contributions made to our profession by three outstanding individuals: Evangelist Oral Roberts, TV Personality Ho Ho the Clown, and Radio Executive Harold Wright.

## FRIDAY, MARCH 19

### Going Mobile

*Radio/TV*

There are now more mobile devices in the world than TVs, radios, and computers. Fred Jacobs will outline the mobile opportunity for broadcasters, and provide a playbook for how they can best take advantage of the portability and flexibility offered by mobile applications. Jacobs' smartphone application division, jacAPPS, has now developed apps for NPR's *Car Talk*, Westwood One's national radio hosts, as well as C-SPAN Radio, and more than 100 other broadcast outlets. [Recommended for all Broadcasters involved in New Technologies.](#)

### Cool Tools to Release Your Inner Geek

*Television/Radio*

Al Tompkins from the Poynter Institute describes the hottest tools that broadcasters can use to tell stories online, on TV, on radio. Learn how you can go live online from a breaking story using just a cell phone. Learn how to post to social sites like Twitter and Facebook in seconds. See the latest ways that one-man-band journalists are doing their work. This workshop is high energy, specific, fun and immediately useful. [Recommended for all News Producers and Writers.](#)

### Jump Start Your Web Sales 1.0

*Radio/TV*

Stephen Warley, Founder of LocalBroadcastSales.com, shows how to quickly increase your web revenue. He will go through the process of Simple Programs to start Implementing Today, Finding Leads. Getting Meetings, and Answering Objections. This 90 minute sessions is full of NEWS YOU CAN USE—NOW! [Recommended for Sellers and Sales Managers.](#)

### Recovering From Your Social Media Mistakes: 2.0

*Radio/TV*

Giovanni Gallucci will cover many of the campaigns he has managed over the past couple of years with a focus on the missteps and mistakes that were made along the way. After this session you will walk away with an overall understanding about what it takes to plan and execute a social media marketing campaign. He'll talk about how he and his team overcame the obstacles they encountered along the way to finish their campaigns while still achieving their goals. [Recommended for Managers and Marketing Personnel.](#)

### Bill Hancock: BCS Chairman

*Radio/TV*

For many years Bill Hancock ran the NCAA Men's Basketball Tournament and currently is the Chairman of the Bowl Championship Series. In this session, Bill will describe the process the BCS goes through and the reasons why the system is as complicated as it is. Expect a lively discussion on a very hot topic by a native Oklahoman from Hobart. [Recommended for all sports enthusiasts.](#)

### Innovative Web Sales Programs 2.0

*Radio/TV*

Stephen Warley will present 10 innovative web sales programs. He will show you how to build them, price them, promote them, how to design proposals, and how their success can be replicated. Included will be Video Directories, Webinars, Club Cards, Virtual Expos, Photo Archives, Paid Search Campaigns, Selling Services, Virtual Main Street, Contests, and Sponsored Links. Founder of LocalBroadcastSales.com, Stephen shows you how to quickly increase your web revenue. [Recommended for Sellers and Sales Managers.](#)

### The "Secret Sauce" is Personality Radio

*Radio*

These are tumultuous times for everyone in radio and TV - especially on-air personalities. What is their role in today's broadcasting, and how can veteran personalities reboot their careers to provide even more value to stations and solidify their job security? In this webinar, Fred Jacobs will discuss topics ranging from social networking, making a great client appearance, and creating an effective web presence will be addressed. [Recommended for all Radio Personalities and Programmers.](#)

### Social Media Mini Boot Camp 4.0

*Television/Radio*

Giovanni Gallucci will conduct a session of his corporate social media training workshop for your marketing personnel. He will teach you how to start to utilize the new media marketing tools of blogs, online videos, photos, podcasts, bulletin boards, social networks and other social media related websites in your online marketing, customer relations, and PR efforts. This session is fairly technical and will involve many hands-on demonstrations. Attendees will see how to set up six social media profiles on the most popular social networks/websites and how to connect them together so all the sites "talk" to each other and self syndicate the news and information that comes from each. [Recommended for Managers and Marketing Personnel.](#)

### Ethics in a 24/7 News World

*Television/Radio*

Learn from real-world cases. Al Tompkins will talk about how online journalism is placing new pressures on broadcast newsrooms. When is it OK to use material that you find on Facebook? How closely should newsroom monitor website comments? What are the ethics of using viewer/listener contributed news such as videos and photos? Don't come expecting a dry lecture. This will be a robust conversation and we want YOU to participate. [Recommended for all News Personnel.](#)

### Outstanding Achievement Awards Banquet

Join us as we recognize the excellent work of OAB radio and television stations in 2008. Radio and television awards, personality of the year, and station of the year awards will be presented. See why this is still the very best business to be in!

## OUR THANKS TO OUR CONVENTION SPONSORS

### Oklahoma Army Nat'l Guard Griffin Communications

Arbitron	ASCAP	AT&T
Bank of Oklahoma	Media Services Group	OERB
OGE Energy Corp.	ONG	SESAC

### MAKE YOUR HOTEL RESERVATIONS TODAY!

Call the Skirvin Hotel (405) 272-3040 or (888) 490-6546 before February 19th.  
Be sure to ask for the OAB group rate: **\$145 for Single or Double.**  
Rooms at this rate are limited, so reserve today.

### DEADLINES

Hotel Reservations	Convention Registration	Registration Cancellation
February 19	February 26	March 10

For more information on sessions and events, visit our website at  
[www.oabok.org/conventions](http://www.oabok.org/conventions)



## CONVENTION 2010

### Thursday, March 18

- 8:00-8:45 **Registration & Continental Breakfast**
- 8:00-4:00 **Exhibits & SBE Engineering Conference**
- 8:30-11:00 **"How to Win Local Direct Business" (Radio/TV)**  
*Paul Weyland, Paul Weyland Communication Strategies*
- 9:00-10:15 **Washington Update (Radio/TV)**  
*David Oxenford, Davis Wright Tremain LLC*
- 10:30-11:45 **"The Business of Our Business" (Radio/TV)**  
*Mike Andres, BIA*
- 12:00-1:30 **Luncheon**  
*Special Guests: David Boren, President, The University of Oklahoma, and Adjunct General Myles Deering, Oklahoma Army National Guard*
- 1:30-3:30 **Radio Sales Idea Exchange (Radio)**  
*Vance Harrison, OAB*
- 1:30-4:00 **"Time Management 1.0/2.0" (Radio/TV)**  
*Mary Carlomagno, RealSimple.com*
- 1:30-4:00 **"Social Media Overview 1.0 & 2.0" (Radio/TV)**  
*Jim Quillen, ConnectSocialMedia.com*
- 4:00-6:00 **Account Executive Mixer in The Venetian Room**
- 4:30-5:00 **Annual Membership Meeting**
- 6:00-9:00 **OAB Hall of Fame Reception & Banquet**  
*Inductees: Oral Roberts, Ho-Ho the Clown, Harold Wright*
- 9:00-11:00 **Afterglow Reception**

### Friday, March 19

- 7:30-8:30 **Registration & Continental Breakfast**
- 8:00-10:00 **"Cool Tools to Release Your Inner Geek" (TV/Radio)**  
*Al Tompkins, The Poynter Institute*
- 8:30-10:15 **"Going Mobile" (Radio/TV)**  
*Fred Jacobs, Jacobs Media*
- 8:30-10:15 **"Recovering From Your Social Media Mistakes 2.0" (TV/Radio)**  
*Giovanni Gallucci, G. Galluci, LLC*
- 9:00-11:00 **"BCS Chairman" (Radio/TV)**  
*Bill Hancock, NCAA Bowl Championship Series Chair*
- 10:30-11:45 **"Ethics in a 24/7 News World" (TV/Radio)**  
*Al Tompkins, The Poynter Institute*
- 10:30-11:45 **"Jump Start Your Web Sales" (Radio/TV)**  
*Stephen Warley, LocalBroadcastSales.com*
- 12:00-1:30 **OAB Appreciation Luncheon**
- 1:30-3:00 **"Personality Radio" (Radio)**  
*Fred Jacobs, Jacobs Media*
- 1:30-3:00 **"Social Media Mini-Boot Camp 4.0" (TV/Radio)**  
*Giovanni Gallucci, G. Galluci, LLC*
- 1:30-3:00 **"Innovative Web Sales" (Radio/TV)**  
*Stephen Warley, LocalBroadcastSales.com*
- 3:00-4:00 **"Social Media & The Law" (Radio/TV)**  
*David Oxenford, Davis Wright Tremain LLC*
- 6:00-9:00 **OAB Awards Reception & Banquet**
- 9:00-11:00 **Afterglow Reception**



## Registration Form #1—Full Registration

**\$125 per person for all Sessions & Meals**

If you wish to purchase meal tickets for guests, please use **Form #3: Meal Tickets Only**.

Station/Company \_\_\_\_\_ City \_\_\_\_\_

*NOTE: Even though everything is included in the \$125 fee, we need to know which events you will attend. The hotel requires an accurate headcount for room set-ups.*

**Note: Some sessions are concurrent. Please do not register for multiple sessions during the same time period.**

**See Brochure for details on each session**

Name \_\_\_\_\_

*(Please print. This name will appear on your nametag)*

### Thursday Events

- 8:30–11:00 "How to Win Local Direct Business" with Paul Weyland (R/TV)
- 9:00–10:15 "Washington Update" with David Oxenford (R/TV)
- 10:30–11:45 "The Business of Our Business" with Mike Andres (R/TV)
- 12:00–1:30 Luncheon with David Boren, OU, & Gen. Myles Deering, Army Guard
- 1:30–3:30 "Radio Sales Idea Exchange" with Vance Harrison (Radio)
- 1:30–4:00 "Time Management 1.0/2.0" with Mary Carlomagno (R/TV)
- 1:30–4:00 "Social Media Overview 1.0 & 2.0" with Jim Quillen (R/TV)
- 4:00–6:00 AE Mixer in The Venetian Room (AE's)
- 6:00–9:00 Hall of Fame Reception & Banquet

### Friday Events

- 8:00–10:00 "Cool Tools to Release Your Inner Geek" with Al Tompkins (TV/R)
- 8:30–10:15 "Going Mobile" with Fred Jacobs (R/TV)
- 8:30–10:15 "Recovering From Your Social Media Mistakes 2.0" with Giovanni Gallucci (TV/R)
- 9:00–11:00 "BCS Chairman" with Bill Hancock (R/TV)
- 10:30–11:45 "Ethics in a 24/7 News World" with Al Tompkins (TV/R)
- 10:30–11:45 "Jump Start Your Web Sales" with Stephen Warley (R/TV)
- 12:00–1:30 OAB Appreciation Luncheon
- 1:30–3:00 "Personality Radio" with Fred Jacobs (Radio)
- 1:30–3:00 "Social Media Mini-Boot Camp 4.0" with Giovanni Gallucci (TV/R)
- 1:30–3:00 "Innovative Web Sales" with Stephen Warley (R/TV)
- 3:00–4:00 "Social Media & The Law" with David Oxenford (R/TV)
- 6:00–9:00 OAB Awards Reception & Banquet

***Attach copies if needed***

**\$125 per person. Enter total on the "Registration Fees" Form.**



## Registration Form #2—Individual Sessions

Station/Company \_\_\_\_\_ City \_\_\_\_\_

**OAB Members can attend the sessions for \$10 per day. Meals are priced separately.**

Please see brochure for details on each session.

Name \_\_\_\_\_

*“✓” the sessions you will attend*

**Thursday, March 18 ..... \$10**

- 8:30–11:00—“Local Direct Business” (Radio/TV Sales)
- 9:00–10:15—“Washington Update” (Radio/TV Mgmt.)
- 10:30–11:45—“Business of Business” (Radio/TV Mgmt.)
- 12:00–1:30—Luncheon .....\$15
- 1:30–3:30—“Sales Idea Exchange” (Radio Sales)
- 1:30–4:00—“Time Management” (Radio/TV)
- 1:30–4:00—“Social Media Overview” (Radio/TV)
- 4:00–6:00—AE Mixer in Venetian Room (Fun)
- 6:00—Hall of Fame Reception & Banquet .....\$50

**Friday, March 19 ..... \$10**

- 8:00–10:00—“Cool Tools” (TV/Radio News, Promotion)
- 8:30–10:15—“Going Mobile” (R/TV)
- 9:00–11:00—“BCS Chairman” (R/TV Sports)
- 8:30–10:15—“Social Media Mistakes” (R/TV Mrktng)
- 10:30–11:45—“Ethics in 24/7 News World” (TV/R News)
- 10:30–11:45—“Jump Start Web Sales” (TV/R Sales)
- 12:00—Luncheon .....\$15
- 1:30–3:00—“Personality Radio” (Radio Prog)
- 1:30–3:00—“Social Media Boot Camp” (R/TV Mrktng)
- 1:30–3:00—“Innovative Web Sales” (TV/R Sales)
- 3:00–4:00—“Social Media & the Law” (Radio/TV Mgmt.)
- 6:00—Awards Reception & Banquet .....\$50

**Total Due \$ \_\_\_\_\_**

Name \_\_\_\_\_

*“✓” the sessions you will attend*

**Thursday, March 18 ..... \$10**

- 8:30–11:00—“Local Direct Business” (Radio/TV Sales)
- 9:00–10:15—“Washington Update” (Radio/TV Mgmt.)
- 10:30–11:45—“Business of Business” (Radio/TV Mgmt.)
- 12:00–1:30—Luncheon .....\$15
- 1:30–3:30—“Sales Idea Exchange” (Radio Sales)
- 1:30–4:00—“Time Management” (Radio/TV)
- 1:30–4:00—“Social Media Overview” (Radio/TV)
- 4:00–6:00—AE Mixer in Venetian Room (Fun)
- 6:00—Hall of Fame Reception & Banquet .....\$50

**Friday, March 19 ..... \$10**

- 8:00–10:00—“Cool Tools” (TV/Radio News, Promotion)
- 8:30–10:15—“Going Mobile” (R/TV)
- 9:00–11:00—“BCS Chairman” (R/TV Sports)
- 8:30–10:15—“Social Media Mistakes” (R/TV Mrktng)
- 10:30–11:45—“Ethics in 24/7 News World” (TV/R News)
- 10:30–11:45—“Jump Start Web Sales” (TV/R Sales)
- 12:00—Luncheon .....\$15
- 1:30–3:00—“Personality Radio” (Radio Prog)
- 1:30–3:00—“Social Media Boot Camp” (R/TV Mrktng)
- 1:30–3:00—“Innovative Web Sales” (TV/R Sales)
- 3:00–4:00—“Social Media & the Law” (Radio/TV Mgmt.)
- 6:00—Awards Reception & Banquet .....\$50

**Total Due \$ \_\_\_\_\_**

***Attach copies if needed***

**Total Due for Sessions & Meal Tickets \$ \_\_\_\_\_**

**Enter total amount on the “Registration Fees” form.**



## Registration Form #3—Meal Tickets Only

Station/Company \_\_\_\_\_ City \_\_\_\_\_

Use this form to purchase meal tickets for  
those who are not registered for any other events.  
 Tickets may be picked up at the OAB registration desk.

### Important—Please Read

There will be assigned seating at the **Hall of Fame Dinner** and **Awards Banquet**. In some cases, guests from two or more stations may be combined in order to fill the tables. The tables will seat up to ten people. Eight is preferred, but ten is the maximum.

Please plan your ticket purchases carefully. Tables will be assigned on March 12. **Any Hall of Fame or Awards Banquet tickets purchased after March 12 will be subject to “open seating” at unassigned tables.**

Please provide the name of the person who will use the ticket.	Thursday Luncheon \$15	Thursday Hall of Fame Dinner \$50	Friday Student Luncheon \$15	Friday Awards Dinner \$50	Total
Example: Nancy Struby	✓	✓		✓	\$115
1.					\$
2.					\$
3.					\$
4.					\$
5.					\$
6.					\$
7.					\$
8.					\$
9.					\$
10.					\$
11.					\$
12.					\$

*Attach copies if needed*

Total all Meal Tickets \$ \_\_\_\_\_

**Enter the total amount on the “Registration Fees” form.**

Station/Company \_\_\_\_\_

## REGISTRATION FEES DUE

Enter the total amounts from each registration form

Form #1: Full Registrations @ \$125 ..... \$ \_\_\_\_\_

Form #2: Individual Sessions & Meal Tickets ..... \$ \_\_\_\_\_

Form #3: Individual Meal Tickets Only ..... \$ \_\_\_\_\_

**Total Fees Due**    \$                     

**Station Contact** (in case we have questions about your registration)

\_\_\_\_\_  
*Name & Position*

\_\_\_\_\_  
*E-mail address for confirmation*

## PAYMENT METHOD

Check Enclosed

Charge our Credit Card (*Visa/MasterCard/American Express*)

\_\_\_\_\_  
*Card Number*

\_\_\_\_\_  
*Expiration Date*

\_\_\_\_\_  
*Name on Card*

\_\_\_\_\_  
*Authorized Signature*

## MAIL OR FAX ALL FORMS TO:

**Oklahoma Association of Broadcasters**

6520 N. Western Avenue, Suite #104

Oklahoma City, OK 73116

405-848-0772 (FAX)

## DEADLINES

Registration Deadline: **February 26**

Cancellation Deadline: **March 10**

**Questions? Call Nancy Struby at (405) 848-0771  
or e-mail [struby@oabok.org](mailto:struby@oabok.org).**



# The Skirvin Hilton

## Oklahoma City

*Proudly Returned to Oklahoma City*

*"The Return of a Grand Romance"*



*The Grand Ballroom*



*Ballroom Entrance*



*Standard Superior Guest Room*

## **Inbound Driving Directions**

### **FROM NORTH (Stillwater/ Wichita KS/ Ponca City)**

- Travel I-35 South to I-40 West
- Exit Downtown/Robinson Exit
- Turn right (North) on Robinson
- Travel two blocks to Sheridan Ave
- Turn right (East) on Sheridan
- Travel 1 block to Broadway
- Turn left (North) on Broadway
- Travel two blocks, turn right into drive at the corner of Park and Broadway

### **FROM SOUTH (Dallas, TX/ Ardmore)**

- Travel I-35 North to I-40 West
- Exit Downtown/ Robinson Exit
- Turn Right (North) on Robinson
- Travel two blocks to Sheridan Ave
- Turn Right (East) on Sheridan
- Travel one block to Broadway
- Turn Left (North) on Broadway
- Travel two blocks, turn right into drive at the corner of Park and Broadway

### **FROM WEST (Will Rogers Airport/ Amarillo, TX)**

- Travel North on Meridian
- Take I-40 East
- Exit Walker
- Turn Left (North) on Walker
- Turn Right (East) on Sheridan
- Travel one block to Broadway
- Turn Left (North) on Broadway
- Travel two blocks, turn right into drive at the corner of Park and Broadway

### **FROM NORTH-EAST (Tulsa/ Missouri)**

- Travel I-44 West to I-35 South
- Take I-35 South to I-40 West
- Exit Downtown/ Robinson Exit
- Turn Right (North) on Robinson
- Travel two blocks to Sheridan Ave
- Turn Right (East) on Sheridan
- Travel one block to Broadway
- Turn Left (North) on Broadway
- Travel two blocks, turn right into drive at the corner of Park and Broadway