



ANNUAL CONVENTION 2012

April 12-13, 2011

Skirwin Hotel

Oklahoma City

Presented By



2012 OAB ANNUAL CONVENTION

THURSDAY, APRIL 12

Personal Development and Leadership Principles:

How to Succeed in Sales and Communication

Radio/TV

Bryan Dodge brings his high energy seminar back to the OAB. Last year's performance was the highest rated session we have ever had. Learn how you can master professional salesmanship, improve your negotiating skills, increase time management and achieve the goals you want to reach. Bryan motivates people to "Do Better and Enjoy More" and he does it in an amazing three-hour session. **Recommended for all Broadcasters who want to improve their ability to effectively communicate.**

Washington Update: Regulatory and Legal Review

Radio/TV

OAB's Legal Counsel David Oxenford will address the challenges and opportunities we have in Washington and on the regulatory front. David will also cover the status of the Television spectrum debate, along with the pending litigation radio stations are watching with Mission Abstract Data. David's session is always interactive so bring your questions and concerns. **Recommended for all Broadcast Managers.**

Account Executive Mixer

Since 2007, Account Executives and Sales Managers have hosted a "get together" on an informal basis to share and swap ideas. Everyone is invited, because in Sales, "THERE ARE NO BAD IDEAS!"

OAB Reception and Dinner

Enjoy the finest OAB Reception with an open bar from 6:00pm – 7:00pm followed by an Oklahoma Barbeque, which will be awesome. Come as you are and relax in the historic setting of the 14th Floor Venetian Room and its beautiful view of downtown Oklahoma City. The food and drink will be second to none.

OAB/BMI Live Musical Treat

Please join us in welcoming a true Country Music Hit writer, Rodney Clawson, to the OAB's Thursday evening Musical Treat. A Gruver, Texas native farmer, in the last five years Rodney Clawson has turned into one of the hottest writers on Music Row and garnered Grammy, ACM, and CMA song of the year nominations. His catalog includes Top Ten Hits performed by Jason Aldean, George Strait, Big & Rich, Faith Hill, and Buddy Jewel. He currently has songs on the charts by Blake Shelton, Montgomery Gentry, and Nickleback.

FRIDAY, APRIL 13

News Broadcasts that Aim for the Heart

TV/Radio

Al Tompkins from the Poynter Institute and Les Rose from *CBS News* and *60 Minutes* will instruct you on how to tell important stories that touch the hearts of your viewers/listeners even when you (1) don't have much time, (2) have few pictures, (3) the subject will not talk, and (4) you are working it all alone. **Recommended for All News Producers and Writers.**

Resiliency: The Future of Radio

Radio

Radio has always been a medium of change, and after 90 years, Radio will continue to survive and thrive through evolution and innovation. In this **Super Session**, John Lund outlines the advantages Radio has over other media. Hear how the medium can evolve its product to enhance the listening experience and what format decisions can be made to make radio as responsive to listeners as Pandora. **Recommended for all Radio Personnel.**

How to Build a Video Directory Business

Radio/TV

According to Stephen Warley from LocalBroadcastSales.com, if your station could only pick one form of online advertising to sell, a Video Directory would be the way to go. By 2015, 90% of all web searches will be video, and video online is the fast growing form of web advertising. In this workshop you will learn step-by-step how to produce and sell long-form video online. **Recommended for Sales, Online, and Promotions Personnel.**

FRIDAY, APRIL 13, CONTINUED

SBE Engineering Conference

Radio/TV Engineers

Join us for a full day of relevant sessions for station engineers. **Recommended for All Broadcast Engineers.**

One-On-One With OU Director of Athletics Joe Castiglione

TV/Radio

Joe Castiglione has been the Athletic Director of the University of Oklahoma since 1998. In that tenure he has more than tripled the Department's operating budget, while graduating a record percentage of student athletes. Additionally, OU has won numerous Conference and National Titles in a variety of sports. Here's the chance to talk about the "OU Brand" with the architect of the "OU Renaissance". Joe's early career was in radio broadcasting and it is refreshing to hear from one of our very own.

Think Like a Reporter

TV/Radio

Al Tompkins will show you how to write more powerful sentences every time by using a cool easy-to-use numbering system. Learn the skill of turning boring stories into compelling ones by using one of Al's 7 story motivators. This session is high on utility and low on theory. Use these skills on your next shift. **Recommended for all Writers and Reporters.**

Think Like a Photographer

TV

Les Rose from *CBS News* and *60 Minutes* will walk you through working with horrible light to working alone. You have to think visually and Les will show you stories he has shot for *CBS News* and explain how he captured the story and how you can also. **Recommended for all Photojournalists.**

OAB Luncheon Presentation—Roy Firestone

Roy Firestone's one man show—**UP CLOSE**—is an amazing multimedia presentation that incorporates humor, topical events along with an audio/visual display that is awesome. Critically acclaimed as a broadcast journalist, Roy has won seven Emmy Awards and interviewed over 5000 people. Witness a spectacular event that will inspire you, make you laugh and cry and above all relate to his inspiring life experiences. Roy's performance is truly one of a kind.

Let's Get Critical

TV/Radio

Al Tompkins from the Poynter Institute and Les Rose from *CBS News* and *60 Minutes* will show you stories that are outright lies or misrepresentations, but still made air. From fake video and photos to outlandish claims that journalists failed to check, these mistakes are eroding our credibility. Learn how to detect altered images and how to ask better questions in the field. **Recommended for All News Directors and Producers.**

Sales Prospecting Alternatives to Cold Calling

Radio

While cold calling has been the traditional way of prospecting, everyone knows it is becoming less effective. Join the OAB's Stephen Warley as he teaches you 5 innovative ways to make prospecting more efficient, as well as how to boost the conversion rates on your leads into sales. In this session you will leave with actionable ways to dramatically increase your prospects into viable leads. **Recommended for Sales Managers and Account Executives.**

Programming Basics

Radio

John Lund presents the programming fundamentals and how they should be formatted to achieve better recall and ratings for your station. From developing a Morning Show to the necessities of "internal marketing," John shares the tools and ideas that will drive your success. John's track record for programming success is quite extensive and you will leave this presentation with specific guidelines on how to enhance your "air-sound" immediately. **Recommended for Radio Programmers and Air Talent.**

Radio Sales Idea Exchange

Radio

"Money Flows to Great Ideas" Here is your opportunity to share proven ideas that are the BEST in the STATE. Bring an idea or promotion that was successful in your market and then take one home to use immediately. Join the OAB's Vance Harrison as he moderates this annual event that has produced money-making solutions for many radio operators. **Recommended for Radio Managers and Sellers.**

Outstanding Achievement Awards Banquet

See and hear Oklahoma's finest broadcast work, and the induction of FM Pioneer Edwin NaII into our Hall of Fame.

OUR THANKS TO OUR CONVENTION SPONSORS

Oklahoma Army Nat'l Guard

Griffin Communications

Arbitron

Bank of Oklahoma

BMI

Media Services Group

Mustang Brewing Company

The Nielsen Company

OERB

OGE Energy Corp

Oklahoma Natural Gas

Radio Oklahoma Network

SESAC

Western Farmers Electric Cooperative

MAKE YOUR HOTEL RESERVATIONS TODAY!

Call the Skirvin Hotel (405) 272-3040 or (888) 490-6546 before March 10th,
[or click here to reserve online.](#)

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
March 10

Convention Registration
March 23

Registration Cancellation
April 6

For more information on sessions and events, visit our website at
www.oabok.org/conventions



CONVENTION 2012

Thursday, April 12

- 11:00 am **Registration Opens**
- 1:00-4:00 **"Personal Development and Leadership Principles:
How to Succeed in Sales and Communication"**
Bryan Dodge, Dodge Development Inc.
- 2:30-4:00 **Washington Update: Regulatory & Legal Review**
David Oxenford, Davis Wright Tremain LLC
- 4:00-6:00 **Account Executive Mixer**
- 6:00-8:00 **OAB Reception & Dinner**
Open bar, Oklahoma barbeque, and great views from the 14th Floor!
- 8:00-9:00 **OAB Musical Treat with Live Performance**
BMI singer/songwriter Rodney Clawson
- 9:00-11:00 **Afterglow Reception**

Friday, April 13

- 7:30-8:30 **Registration & Continental Breakfast**
- 8:00-4:00 **Exhibits & SBE Engineering Conference**
- 8:30-10:00 **"News Broadcasts That Aim For the Heart"**
Al Tompkins, The Poynter Institute; & Les Rose, CBS News and 60 Minutes
- 9:00-11:00 **"Resiliency: The Future of Radio"**
John Lund, The Lund Consultants
- 10:00-11:30 **"How To Build a Video Directory Business"**
Stephen Warley, LocalBroadcastSales.com
- 10:30-12:00 **"Think Like a Reporter"**
Al Tompkins, The Poynter Institute
- 10:30-12:00 **"Think Like a Photographer"**
Les Rose, CBS News and 60 Minutes
- 10:45-12:00 **"One-On-One With Joe Castiglione"**
- 12:00-1:30 **OAB Luncheon—Presentation by Roy Firestone**
- 1:45-3:00 **"Sales Prospecting Alternatives to Cold Calling"**
Stephen Warley, LocalBroadcastSales.com
- 1:45-3:30 **"Let's Get Critical"**
Al Tompkins, The Poynter Institute; & Les Rose, CBS News and 60 Minutes
- 1:45-3:30 **"Programming Basics"**
John Lund, The Lund Consultants
- 1:45-3:30 **Radio Sales Idea Exchange**
Vance Harrison, OAB
- 4:15-5:00 **Annual Membership Meeting**
- 6:00-7:00 **OAB Reception**
- 7:00-9:00 **OAB Awards and Hall of Fame Banquet**
- 9:00-11:00 **Afterglow Reception**



Registration Form #1—Full Registration

\$140 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 \$140 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, April 12

- 1:00–4:00 "Personal Development and Leadership Principles: How to Succeed in Sales and Communication" with Bryan Dodge (R/TV)
- 2:30–4:00 "Washington Update" with David Oxenford (R/TV)
- 4:00–6:00 Account Executive Mixer (AE's)
- 6:00–9:00 OAB Reception & Dinner with Live Musical Event

Friday Events, April 13

- 8:30–10:00 "News Broadcasts That Aim For the Heart" with Al Tompkins and Les Rose (TV/R)
- 9:00–11:00 "Resiliency: The Future of Radio" with John Lund (Radio)
- 10:00–11:30 "How To Build a Video Directory Business" with Stephen Warley (R/TV)
- 10:30–12:00 "Think Like a Reporter" with Al Tompkins (TV/R)
- 10:30–12:00 "Think Like a Photographer" with Les Rose (TV)
- 10:45–12:00 "One-On-One" with Joe Castiglione (R/TV)
- 12:00–1:30 OAB Appreciation Luncheon with Roy Firestone
- 1:45–3:00 "Sales Prospecting Alternatives to Cold Calling" with Stephen Warley (R/TV)
- 1:45–3:30 "Let's Get Critical" with Al Tompkins & Les Rose (TV/R)
- 1:45–3:30 "Programming Basics" with John Lund (Radio)
- 1:45–3:30 "Radio Sales Idea Exchange" with Vance Harrison (Radio)
- 6:00–9:00 OAB Awards Hall of Fame Reception & Banquet

Attach copies if needed

\$140 per person. Enter total on the "Registration Fees" Form.



Registration Form #2—Individual Sessions Only

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, April 12..... \$10

- 1:00–4:00—"Personal Development and Leadership Principles: How to Succeed in Sales and Communication"
- 2:30–4:00—"Washington Update"
- 4:00–6:00—Account Executive Mixer
- 6:00—OAB Reception, Banquet & Live Music ... **\$50**

Friday, April 13 \$10

- 8:30–10:00—"News Broadcasts That Aim For the Heart"
- 9:00–11:00—"Resiliency: The Future of Radio"
- 10:00–11:30—"How To Build a Video Directory Business"
- 10:30–12:00—"Think Like a Reporter"
- 10:30–12:00—"Think Like a Photographer"
- 10:45–12:00—"One-On-One" with OU's Joe Castiglione
- 12:00–1:30—Luncheon **\$25**
- 1:45–3:00—"Sales Prospecting Alternatives to Cold Calling"
- 1:45–3:30—"Let's Get Critical"
- 1:45–3:30—"Programming Basics"
- 1:45–3:30—"Radio Sales Idea Exchange"
- 6:00—Awards Reception & Banquet **\$60**

Total Due \$ _____

Name _____

"✓" the sessions you will attend

Thursday, April 12 \$10

- 1:00–4:00—"Personal Development and Leadership Principles: How to Succeed in Sales and Communication"
- 2:30–4:00—"Washington Update"
- 4:00–6:00—Account Executive Mixer
- 6:00—OAB Reception, Banquet & Live Music ... **\$50**

Friday, April 13 \$10

- 8:30–10:00—"News Broadcasts That Aim For the Heart"
- 9:00–11:00—"Resiliency: The Future of Radio"
- 10:00–11:30—"How To Build a Video Directory Business"
- 10:30–12:00—"Think Like a Reporter"
- 10:30–12:00—"Think Like a Photographer"
- 10:45–12:00—"One-On-One" with OU's Joe Castiglione
- 12:00–1:30—Luncheon **\$25**
- 1:45–3:00—"Sales Prospecting Alternatives to Cold Calling"
- 1:45–3:30—"Let's Get Critical"
- 1:45–3:30—"Programming Basics"
- 1:45–3:30—"Radio Sales Idea Exchange"
- 6:00—Awards Reception & Banquet **\$60**

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 **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 April 1. **Any Awards Banquet tickets purchased after April 1 will be subject to “open seating” at unassigned tables.**

Please provide the name of the person who will use the ticket.	Thursday Dinner & Entertainment \$50	Friday Luncheon \$25	Friday Awards Banquet \$60	Total
Example: Roger Harris	✓	✓	✓	\$135
1.				\$
2.				\$
3.				\$
4.				\$
5.				\$
6.				\$
7.				\$
8.				\$
9.				\$
10.				\$

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 @ \$140 \$ _____

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/Discover/American Express*)

Card Number

Expiration Date

Name on Card

Authorized Signature

MAIL, EMAIL, OR FAX ALL FORMS TO:

Oklahoma Association of Broadcasters

6520 N. Western Avenue, Suite #104

Oklahoma City, OK 73116

struby@oabok.org

(405) 848-0772 (fax)

DEADLINES

Registration Deadline: **March 23**

Cancellation Deadline: **April 6**

Questions? Call Nancy Struby at (405) 848-0771

or e-mail struby@oabok.org.