

KENTUCKY BROADCASTERS ASSOCIATION

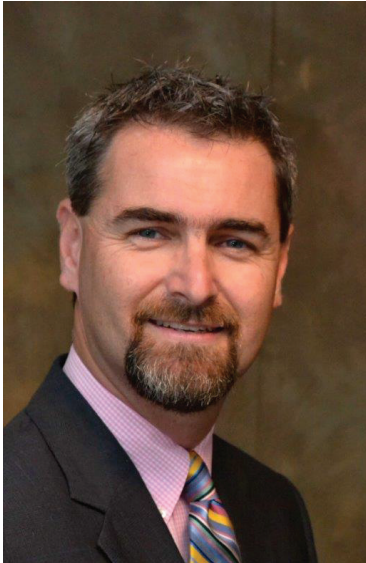


"Alive and Well"



**KBA 75th Annual Conference
October 10-11, 2016
Holiday Inn University Plaza
Bowling Green, KY**

Conference Chairman's Welcome



I am thrilled to invite each of you to Bowling Green next month for the 75th KBA Annual Convention. Our goal is to host a convention that leaves you very glad you invested the time to attend.

The history and tradition of The Kentucky Broadcasters Association is deep and rich. The contributions of so many are why we continue to thrive today. The theme of this year's convention is "Alive and Well"! Clearly, due to the efforts of so many, our association and our industry is definitely alive and well.

We are going to salute those who have contributed to our past success while we enthusiastically embrace the immense opportunities that lie ahead. We are all blessed to be a part of this special business. Our annual convention is the perfect time to gather and share our victories.

We have an unprecedented line up of speakers who will educate you, motivate you and leave you better equipped to tackle the challenges we face each and every day. From sales to programming, creative copywriting to expanded digital opportunities, engineering to labor, workforce issues and even sports play by play, there is truly something for each member of your team. We also look forward to getting an industry update from NAB. Our list of vendors will also give you a chance to see the latest things being offered in our industry and I encourage you to spend time in our exhibit area.

From caves to corvettes, Bowling Green will be a wonderful host to a milestone convention. The rich tradition of KBA is as deep as our Kentucky caves so it is only fitting that we kick off this significant convention with an event inside a cave. Lost River Cave located in BG will host what I am sure will be an awesome start to your time in Southern Kentucky.

I am passionate about our business and our future! I hope you and your team will make plans to join us at our 75th KBA Convention. It is sure to be a great time!

I look forward to seeing you all in October!

Derron Steenbergen

Derron Steenbergen
Chief Revenue Officer
Commonwealth Broadcasting Corporation



Schedule of Events

Monday, October 10

9:00am - Board of Director's Meeting

11:30am - Golf Scramble:
Cross Winds Golf Course

12:00pm-6:00pm - Conference Registration

6:00pm - Buses Depart for Lost River Cave

7:30pm - Opening Entertainment Sponsored by BMI
Featuring Artist: William Michael Morgan
Bourbon Bar Sponsor: Regional Reps
Sponsor: Barry Williams

Tuesday, October 11

7:30am - Registration

7:45am - Chairman's Breakfast with guest speaker,
U.S. Representative Brett Guthrie (R), 2nd Congressional District

8:00am-4:30pm - Vendor Area Open

9:00am-12:00pm - Educational Sessions

Noon-1:30pm - Luncheon with Jeff Brohm, WKU Head Football Coach

1:45pm-4:30pm - Educational Sessions

5:30pm-7:00pm - Reception/ Silent Auction

7:00pm - 75th Annual KBA Awards Dinner

REGISTER NOW!!

WWW.KBA.ORG

Deadline is Monday, October 3, 2016

Educational Sessions - Tuesday, October 11, 2016



Sales Track

9:00am-10:15am

Contagious Selling: Selling in a Media Fragmented World"

David Rich, Rich Ideas

Things are not the way they used to be. Customers are more demanding, less loyal, have more choices, and the window to connect with them is smaller than ever. Gimmicks and old worn out sales tactics don't work in this highly media fragmented world. The best (and only) way to be successful selling to a 21st century customer is to NOT sell at all. You should be focused on building a relationship rather than merely closing a sale. When two people want to do business together, the details will be worked out. But, if two people don't want to do business, there is nothing in the details that will make it happen. In short, your job is to make people WANT to do business with you. You do this by being "contagious" and by demonstrating ROI.

Legal Track

9:00am-10:15am

How the New Labor Laws May Affect Your Station

Jeffrey Lindemann, Frost, Brown and Todd, LLC

The Department of Labor recently made significant changes to the salary threshold for the "white collar" exemptions. This presentation will discuss these changes, as well as how they intersect with the FLSA's 1961 exemption for small-market broadcasters.

Engineering Track

9:30am-10:45am

Fiber Optic Cables for HDTV Broadcast

Benjamin Nesmer, Nema Electronics

This presentation provides an overview of the applications for Fiber Optics in Broadcast, including a brief history of the evolution from analog transmission through 4K and 8K. We will discuss the different types of fiber optic cables, connectors, and Media Converters, with emphasis on SMPTE and Tactical Fiber products. We will also cover installation considerations and maintenance, both for inside plant as well as for mobile broadcast. Finally, we will take a look at tooling and test equipment. There will be samples on display to illustrate many of the products we discuss.

10:15am-10:30am Break and Exhibit Area Open

Sales Track

10:30am-11:45am

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David Rich, Rich Ideas

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Legal Track

10:30am-11:45am

What's Up and What's Going Down For Broadcasting in Congress

John David, Executive Vice President/ Radio National Association of Broadcasters

Dawn Sciarrino, Sciarrino & Shubert, PLLC

NAB veteran John David will review the legislation and status of NAB's representation of your interests in Congress that could affect your stations. As a former owner and operator, David will look at the importance of relationships with your Members of the House and Senate. KBA's very own legal hotline attorney, Dawn Sciarrino will host a live Q & A and answer your FCC related questions.



Educational Sessions - Tuesday, October 11, 2016

Engineering Track

11:00am-12:00pm

FAA Information

David Sheppard, Drake Lighting, Inc.

The FAA published a new obstruction marking and lighting standard December 4, 2015 called the AC 70/7460-1L. This presentation will focus on the major changes made to the standard and how this can affect your marking and lighting. It will cover how best to use this standard to upgrade your obstruction marking and some pitfalls to watch out for. At the end there will be ample time to ask direct questions you may have regarding your tower lighting and what might be the best option to take for your particular needs. Afterwards David will have with him a demo product to show the latest in High Intensity LED lighting fixtures.

12:00pm Lunch with WKU Head Football Coach, Jeff Brohm

Programming Track

1:45pm-3:00pm

Creative Copywriting

Jeff Hedquist, Hedquist Productions

Throughout the session, you will be inspired and amazed as you learn what you can do to set the course for commercials that succeed, identify common "commercial killers," and ways to keep commercials from sounding like commercials.

Engineering Track

1:45pm-3:00pm

TV Repack

Paul Barzizza, GatesAir Representative

With the television spectrum auction underway and repacking not far behind, it is time to take an updated look at the process, timing and number of stations that will likely be repacked, the available resources and other facts that will help stations through the repacking process. This presentation will also look at the technical impact on stations including FGM radio and television translators. The presentation will include a detailed review of the current auction and repacking timeline along with recommendations on how the industry could optimize the repacking process given the constrained resources and extremely short implementation time. The presentation will also look at some of the challenges in providing uninterrupted service while transitioning to a new channel.

3:00p.m.-3:15p.m. Break and Exhibit Area Open

Programming Track

3:15p.m.-4:30p.m.

Sports Play by Play

Tom Leach, Voice of the Kentucky Wildcats

Tom Leach, the Voice of the Kentucky Wildcats, will discuss play-by-play skills and trends and will lead a questions- and-answer session for broadcasters to engage in a discussion on those topics and others related to the field.

Management Track

3:15p.m.-4:30p.m.

Digital Media for TV and Radio

Beth Mann

What is your digital game plan? Why does digital matter to you, and how does it impact your company? This hands-on session will provide you with some ideas on how to expand your digital offerings, how to measure the success of your digital products, and how to generate more digital revenue. Learn how to turn digital dimes into digital dollars even in small markets. Digital can be more than 20% of your total revenue in markets all across Kentucky, from Pikeville to Paducah.

Meet the Speakers



U.S. Representative, Brett Guthrie
U.S. House of Representatives,
Kentucky's 2nd Congressional District

Congressman Brett Guthrie represents Kentucky's Second Congressional District in the U.S. House of Representatives, and serves on the House Energy and Commerce (E&C) Committee as well as the House Committee on Education and the

Workforce for the 114th Congress. He is also the Vice Chairman of the Energy and Commerce Committee's Health Subcommittee. Recognized for his proven leadership, he was also appointed to serve as an Assistant Whip within the Republican Conference.

First elected to public office in 1998, Guthrie represented the 32nd District in the Kentucky Senate. Congressman Guthrie attended the U.S. Military Academy at West Point and later earned a Master's Degree from Yale University in Public and Private Management.

Brett and his wife Beth have three children, Caroline, Robby and Elizabeth.



John David
Executive Vice President of Radio
National Association of Broadcasters

John David is at the pinnacle of an illustrious career that began with a love affair with radio as a 13-year-old in Poteau, Oklahoma. A graduate of Oklahoma State University, at age 24, John moved into ownership with the purchase of KFSB in Joplin, Missouri.

He is a past President of the Missouri Broadcasters, Chairman of the Joplin Chamber of Commerce, NAB Radio Board of Directors and, in 1994 received the Missouri Broadcasters highest honor-the Distinguished Broadcaster Award.

In 1989, he joined the Government Relations Department of the NAB and, in 1992, was named Vice President of Radio and later elevated to Executive Vice President. John David is synonymous with excellence in radio.



David Shepard
Drake Lighting

Prior to creating Drake Lighting Incorporated, he was a field technician, the Vice President of Flash Technology, a sales representative for RF Specialties of Georgia and the Director of Sales for World Tower Company. David has worked in and out of the broadcasting

industry most of his life.



Benjamin Nemser
Nema Electronics

Benjamin Nemser founded Nema Electronics in 1979, and is currently its CEO. Ben graduated from the University of Miami (BBA and JD) in 1981, and hold a FCC General Radio Telephone Certificate as well as an Amateur Extra Class License (WA4DZS). He is also a pilot and flight

instructor, and holds the rank of Major in the Civil Air Patrol. Nema Electronics is an active member of SBW as well as NAB, and designs and manufactures a wide range of standard and customized broadcast cables for most of the principal camera manufacturers and broadcast networks throughout North and South America, Nema's headquarters and manufacturing facilities are located in Miami, Florida.



Jeff Brohm,
WKU Head Football Coach

Brohm, a native Kentuckian and one of the state's most notable football products, enters his third season as the head football coach at WKU. In just his second year at the helm, Brohm led WKU to arguably its greatest season in school history and certainly its greatest at the FBS level. The

Hilltoppers finished No. 24 nationally after they earned their first national ranking, first FBS conference title, and first double digit win total since moving to the FBS seven years ago. Under Brohm, the Hilltoppers have won consecutive bowl games, coming away with championships in the 2015 Miami Beach Bowl and 2014 Popeyes Bahama Bowl. He is the first head coach in program history to win 20 games in his first two years. Brohm received his bachelor's degree in business administration from the University of Louisville in 1994.

He and his wife Jennifer have two children, Brady and Brooke



Jeff Hequist
President and Creative Director,
Hedquist Productions, Inc.

Jeff Hedquist is known as "Advertising's Storyteller." His imaginative techniques get results for advertisers and agencies, make listening more enjoyable for audiences and helps build revenues for stations. He's a creator and producer of

audio, radio commercials, TV soundtracks, original music sound design, audiobooks (27 versions of Chicken Soup for the Soul), podcasts, audio marketing and on-hold messaging and has won over 700 awards for clients in 45 states. He guarantees every commercial he produces.



Meet the Speakers



Dawn Sciarrino
Managing Member of Sciarrino & Shubert, PLLC

Dawn M, Sciarrino is the Managing member of Sciarrino and Shubert, PLLC. Ms. Sciarrino is a member of the Board of Directors of the Kentucky Broadcasters Association. She is also a member of the Board of Directors of the

Media Financial Management Association (MFM) and sits on the Editorial Advisory Board of The Financial Manager magazine. She is an associate member of the Association of Federal Communications Consulting Engineers and is a member of the Federal Communications Bar Association, the New Your State Bar Association, the Virginia State Bar and the District of Columbia Bar.



Paul Barzizza
GatesAir Representative

Paul has been with GatesAir (Formerly Harris) for 17 years and has filled several different roles in Systems Engineering, Product Line Management and Business Development. Most recently he has taken on a Sales Management position, covering a six state territory.

Prior to joining GatesAir, Paul worked at Radio and Television stations in Tennessee, Arkansas and Missouri in Production, Operations, and Engineering Management. Paul began his broadcast career in Memphis, Tennessee in 1987 at WMC AM, FM, TV in Memphis.



Jeffrey Lindemann
Frost, Brown and Todd, LLC

Jeff is a member in the Labor Employment Group of the law firm of Frost, Brown Todd LLC in Columbus, Ohio. His practice is concentrated on the representation of employers in a wide variety of labor and employment matters, including employment discrimination and wrongful

discharge matters, wage and hour matters, trade secret and covenant, not to compete matters, and collective bargaining agreements just to name a few.



Tom Leach
The Voice of the Kentucky Wildcats

As a high school senior, Tom listed his ultimate career goal "to become the next Voice of the Wildcats." Almost every broadcaster in Kentucky wants that best seat in Rupp Arena, but the dream came true for Tom. Now he follows in the footsteps of Cawood Ledford, Ralph

Hacker, Claude Sullivan, Jim Host and the others who have called games for the Cats.



Beth Mann
President and CEO
WKDZ/WHVO Radio-Cadiz/Hopkinsville

Beth Mann grew up in broadcasting. She hung out at radio stations in Elkton and Russellville, Kentucky, as a child, and determined early in life that broadcasting would be her lifelong career. She received her B.A. from the University of Kentucky and her Master's degree in Corporate

Communication from Western Kentucky University. She spent 10 years in television, working in every position in the company, ultimately becoming the General Sales Manager. She has over 20 years of radio experience and is now the Owner/Group General Manager for Ham Broadcasting Co. Inc., a locally owned and operated company based in western Kentucky that owns 5 radio stations and a very successful digital operation. Her FM station proudly displays two Marconi awards and is the only station in Kentucky ever recognized as Small Market Station of the Year. In 2013, WKDZ earned the coveted Crystal Award for community service. Beth is a recipient of the Kentucky Broadcasters' Mic Award and a member of the Kentucky Broadcasters Hall of Fame. She is Past President of Kentucky Broadcasters' Association, Cadiz Rotary Club and the Cadiz/Trigg County Chamber of Commerce.



David Rich
Rich Ideas

David Rich is a nationally known professional speaker and best-selling author of How to Stay Motivated on a Daily Basis and How to Click with Everyone Every Time. He has earned the speaking industry's highest designation and has presented to over one million

people in 46 states and 4 countries. Dave has been speaking to the advertising community for over 25 years and is best known for his cutting edge ideas on selling and branding.

Registration Information



How much does it cost? Registration for the KBA Annual Conference is FREE to all KBA members and their staff. Registration includes the conference activities, and meals offered during the conference. **Incidentals are not included.**

How Do I Register? Go to www.kba.org and fill out the form. Hotel reservations are included on the registration form.

Cancellation Policy: If you cannot attend the conference, you must cancel no later than 72 hours. If you do not, you will be sent an invoice for one night's lodging at the hotel.

Host Hotel Information

Holiday Inn University Plaza
1021 Wilkinson Trace
Bowling Green, KY 42103

**** Reservations can only be made through the KBA and is free to KBA Members.**





Holiday Inn and Sloan Convention Center



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