



Bourbon, Ballads and Broadcasters



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Conference Chair's Welcome Marti Hazel

Looavul, Luhvul, Looaville, Looeyville... However you say it, welcome to Louisville! From boundary pushing twists on southern cuisine that have made us one of the "10 Best New Food Cities" in America to our one and only Urban Bourbon Experience, featuring the world's only city-wide trail filled with award-winning micro-distilleries, exhibits and craft cocktail destinations, people come from around the world to experience our one-of-a-kind hospitality. While you're here, I hope you'll take time to enjoy some of our one-of-a-kind attractions too, like the legendary Churchill Downs, Louisville Slugger Museum & Factory and the Muhammad Ali Center.

Whether your market is the biggest or the smallest, we designed our educational sessions with YOU in mind. Our goal is that every one of you will leave this conference with at least one new idea or tool you just can't wait to use when you get back home! And please spend some time in our exhibit area. Our vendors will offer you the opportunity to see some of the latest and greatest things for our industry while also helping us provide everything this conference has to offer you.

Monday night, after our tour of Maker's Mark Distillery, I hope you'll put on your Hawaiian shirt and join us for the Love Boat Cruise on board the Belle of Louisville. We'll dance the night away to the hottest hits of the '70s and '80s with Tony and the Tan Lines.

Tuesday night, you won't want to miss "Bourbon, Ballads and Broadcasters," our reception and awards dinner, featuring a Bourbon Tasting and music by the legendary *Stephen Foster Story* singers and BMI recording artist Keelan Donovan.

I'm looking forward to seeing all of you at our 76th KBA Conference. We hope you'll be educated and inspired, but most of all, we hope you'll have a good time. Meanwhile, I'll leave you with this warning about Louisville. It's easy to get here, but it's hard to leave!

Marti Hazel

Marti Hazel
Vice-President & Director of Sales
WDRB Media



President's Welcome Henry Lackey

We happily welcome you to the Kentucky Broadcasters Association's 2017 Fall Conference!

Our theme is "Bourbon, Ballads and Broadcasters." Nearly 300 people are expected to attend the two-day event.

Monday at 11 a.m., for those who have pre-registered, there's the Maker's Mark Tour in Loretto. The Monday evening activity is truly exciting, with a cruise on the paddle-wheeler the *Belle of Louisville*. Don't eat before the three-hour cruise on the Ohio, for there will be heavy hors d'oeuvres on the Belle. Music will be provided by Tony and the Tan Lines. YOU'RE GONNA LOVE IT!

Tuesday morning begins with the Chairman's Breakfast. We're honored to have long-time radio broadcaster and state Representative Jeff Hoover as a special guest at the breakfast. Jeff was elected by his fellow state representatives to Speaker of the House, the highest leadership position in the Kentucky State House of Representatives.

Tuesday is chock full, with 16 seminars – from lobbying your state and federal legislators to how to improve and strengthen sales to what's happening with the Federal Communications Commission. Tuesday's KBA luncheon will feature Jim Host, a broadcast legend not only in Kentucky but across America. Jim, the founder of Host Communications, will share with us his 50-plus years in our beloved industry.

KBA Chair Derron Steenbergen, Chair-Elect Marti Hazel and Past Chair Chris Aldridge welcome you to Louisville for a little bourbon, music ballads (with singers from the *Steven Foster Story* in Bardstown) and the country's best radio and television broadcasters – our KBA members.

The members of the KBA board of directors know you'll have a great time! As your president and CEO, I wish to be the first to thank Director of Member Services Karen Mucci for the hours and hours she has spent on planning and executing to make this conference a success. On a personal note, I thank Karen, Liza Livers and Lisa Gross for another terrific conference! During this conference, if you have any questions or concerns, don't hesitate to ask any of the four of us for assistance.

Together, let's have fun and learn more about our careers in broadcasting during these next 48 hours.

Sincerely,

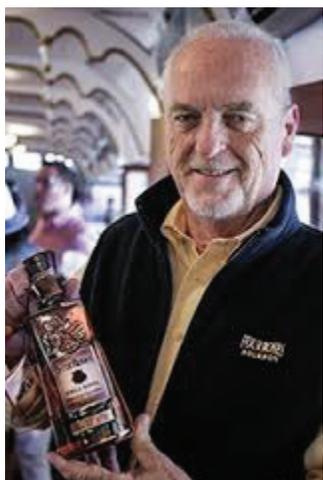
Henry G. Lackey

Henry G. Lackey
President and CEO
Kentucky Broadcasters Association



Welcome to the 2017 KBA Conference! We have a lot of great events planned for you, including an excursion to Maker's Mark Distillery; the Love Boat Cruise on the Belle of Louisville featuring Tony and the Tan Lines; Chairman's Breakfast with Kentucky House Speaker Jeff Hoover; luncheon with the Big D and Bubba Show and Jim Host of Host Communications; the KBA Awards Dinner; and so much more!

We want you have a great time at the 2017 KBA Conference and learn great information to take back to your stations in the process. Please remember to wear your badge at all times. You must wear your badge for any KBA-sanctioned events! Additionally, when you register, you will receive several tickets. Please make sure to keep your tickets handy!



Join retired Master Distiller Jim Rutledge of Four Roses Distillery as he takes you on a Kentucky bourbon excursion. A tasting of four of Kentucky's finest spirits is available for KBA members in the Combs-Chandler Room. Advance registration is required. **Tickets are available at KBA registration for session 1 at 5:30 p.m. and session 2 at 6:15 p.m.**



Keelan Donovan writes songs that are able to captivate fans of all ages. Keelan writes with a depth beyond his years without pining - like a man 30 years his senior. He's lamenting for us all, older and younger, with smiles, honesty, charm and voice you can listen to all night. He hopes to convey his passion for music and songwriting to all who come to listen, dance and sing along. **Listen to Keelan at the Pre-Awards Session at 6:25 p.m. during the KBA reception.**

The KBA Awards Dinner on October 10 will kick off with legendary Kentucky Derby Bugler Steve Buttleman at 7 p.m. in Ballroom C.



KBA Conference Schedule at a Glance

Monday, October 9, 2017

7:30 a.m. to 5 p.m.- KBA Registration, Galt House Hotel, 2nd Floor Suite Tower

8:30 a.m.-10:45 a.m. KBA Board Meeting, Clements Room, Galt House Hotel, 2nd Floor, Suite Tower

11 a.m. Buses Depart for Maker's Mark Tour, Rivue Tower Lobby

4 p.m.-5:30 p.m. Reception in the Exhibitor Showcase, Galt House Hotel, 2nd Floor

5 p.m. Buses Return to Galt House Hotel from Maker's Mark

5:30 p.m. Love Boat River Cruise on the Belle of Louisville Boarding

6 p.m. Love Boat River Cruise on the Belle of Louisville

7 p.m. Tony and the Tan Lines perform on the Belle of Louisville

9 p.m. Belle of Louisville Love Boat River Cruise returns to Galt House

Tuesday, October 10, 2017

7 a.m.-7 p.m. KBA Registration, Galt House Hotel, 2nd Floor, Suite Tower

7:45 a.m.-9 a.m. Chairman's Breakfast with Jeff Hoover, Ballroom C, Galt House Hotel, 2nd Floor, Suite Tower

9 a.m.-10:15 a.m. Educational Sessions, Galt House Hotel, 2nd Floor Suite Tower

10:15 a.m.-10:30 a.m. Networking Break and Refreshments in the Exhibitor Showcase Area, Galt House Hotel, Suite Tower, 2nd Floor

10:30 a.m.-11:45 a.m. Educational Sessions, Galt House Hotel, Suite Tower, 2nd Floor

11:45 a.m.-Noon Noon Networking in Exhibitor Showcase, Galt House Hotel, 2nd Floor Suite Tower

Noon-1:30 p.m. Luncheon with Jim Host, Host Communications, Ballroom C, Galt House Hotel, Suite Tower, 2nd Floor Sponsored by Compass Media

1:45 p.m.-3 p.m. Educational Sessions, Galt House Hotel, 2nd Floor, Suite Tower

3 p.m.-3:15 p.m. Networking Snack Break in the Exhibitor Showcase, 2nd Floor, Suite Tower

3:15 p.m.-4:30 p.m. Educational Sessions, 2nd Floor, Suite Tower

5:30p.m.-7p.m. Bourbon, Ballads and Broadcasters Reception

5:30p.m.-7p.m. Bourbon Tasting with Jim Rutledge(ret.) of Four Roses

6 p.m.-6:25 p.m. Strolling Carolers from the Stephen Foster Story, 2nd Floor, Suite Tower

6:25 p.m.-6:55 p.m. Keelan Donovan, BMI Artist, Pre-Awards Performance, Ballroom C, 2nd Floor, Suite Tower

7 p.m. Steve Buttleman, KY Derby Bugler, KBA Awards Dinner, Ballroom C, 2nd Floor, Suite Tower

7 p.m. KBA Awards Dinner, Ballroom C, Galt House Hotel, Suite Tower, 2nd Floor



**Check out the latest and greatest products in the KBA
Exhibitor Showcase!**

***KBA Exhibit Reception
Monday, October 9, 2017***

4 p.m. to 5:30p.m.

2nd Floor

Suite Tower

KBA Chairman's Breakfast Ballroom C, 2nd Floor, Suite Tower



*Kentucky House Speaker
Jeff Hoover*

Speaker of the Kentucky House of Representatives

On January 3, 2017, Jeff Hoover was elected Speaker of the Kentucky House of Representatives and became the first Republican to serve in that role since 1921.

Hoover, recently elected to his 11th term, has served as the top Republican leader since 2001. Following his record eighth-term election to House Republican Floor Leader last year, he was the longest serving Republican Floor Leader in Kentucky's history. Hoover stands to continue a long family history of service to Kentucky as both his father and mother were elected to the same district he serves, House District 83.

Rep. Hoover was first elected to the Kentucky House of Representatives in 1996 and currently represents the people of Clinton, Cumberland, Pulaski and his native Russell County in the 83rd District.

Before being elected as House Republican Floor Leader, he served one term as the House Republican Caucus Chair. In addition to his role as a lawmaker and the top leader of the Kentucky House, Rep. Hoover owns and operates a private law practice in Jamestown and is the owner of Lake Cumberland Broadcasters, which owns two radio stations in his hometown.

Hoover is a 1982 graduate of Centre College and was named as a 2012 Centre College Distinguished Alumnus. He also is a graduate of the Cumberland School of Law. Among numerous awards, Hoover is a three-time winner of the Chamber MVP Award from the Kentucky Chamber of Commerce based on his work to support the Commonwealth's business community during the 2012, 2014 and 2017 Sessions of the General Assembly and has received the top award from the Kentucky Association of Counties and the Kentucky League of Cities.

Jeff and his wife, Karyn, attend First Baptist Church of Russell Springs and are the proud parents of three children.

*Jeff also will be the speaker, along with Steve Newberry, for the session **Lobbying Your Leaders - How to Effectively Influence Those Elected to Represent You.**
9 a.m. Clements Room, 2nd Floor, Suite Tower*

Meet the Speakers



Chris Lytle

Author of *The Accidental Salesperson* and *The Accidental Sales Manager*
Building Relationships Your Competitors Can't Steal - 9 a.m., Breathitt Room, 2nd Floor, Suite Tower

Back to Basics and Beyond: The New Fundamentals of Selling Broadcast Advertising - 1:45.p.m, Nunn Room, 2nd Floor, Suite Tower

Author of *The Accidental Salesperson* and *The Accidental Sales Manager*

A small-town boy from Newark, Ohio, Chris lived in Madison Wisconsin for 30 years before finally moving to Chicago. Chris Lytle is noted internationally for cramming his programs full of action-packed ideas.

Chris's promise is a bold one: His seminar contains more "usable information per minute" than any program you've ever attended. That promise comes with a warning - "Education without actions is entertainment." You will be entertained by this fast-paced, highly detailed program. But you must apply the learning to gain its business-building impact.

Chris Lytle has turned on the lights and brought greater "job clarity" to hundreds of thousands of salespeople on three continents.



Steve Newberry

Newberry Advisors and Commonwealth Broadcasting Corporation

Lobbying Your Leaders - How to Effectively Influence Those Elected to Represent You - 9 a.m. Clements Room, 2nd Floor, Suite Tower

A Kentucky native, Steve Newberry is the founder of Newberry Advisors, a government affairs, leadership and strategic planning firm.

In addition to his work on behalf of broadcasters in Washington, D.C., Steve frequently presents to and consults with organizations on issues of leadership development, governance, organizational and board development focused on the broadcasting, health care and non-profit and economic development sectors.

Additionally, he is the founder of Commonwealth Broadcasting Corporation, a radio broadcast group with facilities throughout Kentucky. He began his broadcast career at the age of 14 and owned his first radio station at 21. Twice elected to lead America's broadcasters as the Joint Board Chairman of the National Association of Broadcasters (NAB), Newberry also was the 2011 recipient of the National Radio Award; the industry's highest leadership honor. *Radio Ink Magazine* has repeatedly named him one of the "40 Most Powerful People In Radio." He serves on the board of directors of Broadcast Music, Inc. (BMI), is a member of the Radio Advertising Bureau, is former chair of NAB's radio board of directors and is a member of the NAB Political Action Committee. He is also a member of the International Broadcasters Idea Bank.



Ron Scheidt

Community Corrections Institute

Dealing with Aggressive Behavior: Enhancing Your Safety in the Office and the Community - 9 a.m.

Combs-Chandler, 2nd Floor, Suite Tower

Ron Scheidt is a Lead Natural Response Control Tactics and Dealing with Aggressive Behavior Instructor with the Community Corrections Institute. He is a graduate of the Clark International Executive Protection Course and is a certified NRA Law Enforcement Firearms Instructor, a certified instructor in Defensive Tactics, Pressure Point Control Tactics, Natural Response Control Tactics and Concealed Carry. He is a graduate of the Sarpy County Sheriff's Department S.W.A.T. School.

He has served as a faculty member of the Federal Judicial Center and as a National Defensive Tactics Instructor for the Office of Probation and Pretrial Services. He has trained and consulted for the Administrative Office of the United States Courts, Federal Judicial Center, American Probation and Parole Association and Federal Probation and Parole Officers Association. He is a charter member of the International Law Enforcement Educators and Trainers Association and is a member of the Federal Law Enforcement Officers Association, Federal Probation and Pretrial Officers Association, American Probation and Parole Officers Association and Midwest Gang Investigators Association.



Al Tompkins

The Poynter Institute

Al's Jaw Droppingly Cool Tools - 9 a.m. Nunn Room, 2nd Floor, Suite Tower

Separating Fact from Fake News - 1:45 p.m. Breathitt Room, 2nd Floor, Suite Tower

Al Tompkins is a senior faculty member for broadcast and online at the Poynter Institute, the world's premiere school for journalists. For nearly 30 years, he worked as a photojournalist, reporter, producer, anchor, assistant news director, special projects/investigations director, documentary producer and news director. Tompkins has trained

thousands of television news producers, reporters, photojournalists and managers in 49 states, Canada, Denmark, Iceland, Egypt, Ecuador, Cayman and South Africa.

He has taught and coached print newsrooms in the U.S. and abroad on how to investigate and report, build interactive news websites, how to use video more effectively online and how to manage ethical issues. Tompkins was inducted into the Kentucky Journalism Hall of Fame and in 2008 was awarded the Governor's Award, the highest honor given by the National Academy of Television Arts and Sciences. During his two-and-a-half decades as a journalist, Tompkins has won the National Emmy, the Peabody Award (group award), the Japan Prize, the American Bar Association's Silver Gavel for Court Reporting, seven National Headliner Awards, two Iris Awards and the Robert F. Kennedy Award.



Dawn M. Sciarrino

Managing Partner of Sciarrino and Shubert, PLLC

Nearly a Year into the New Administration: What's Happening at the FCC? 10:30 a.m., Breathitt Room, 2nd Floor, Suite Tower

Dawn M. Sciarrino is the managing member of Sciarrino & Shubert, LLC. She has been engaged in the private practice of media, entertainment and broadcast law since 1990. Dawn has particular experience in broadcast regulation, political advertising, multiple ownership and broadcast transactions.

She represents broadcasters big and small, including state broadcasters' associations, local broadcasters, non-commercial broadcasters and publicly traded companies alike. She is 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. Dawn is an associate member of the Association of Federal Communications Consulting Engineers and is a member of the Federal Communications Bar Association, the New York State Bar Association, the Virginia State Bar and the District of Columbia Bar. She is a frequent presenter at media trade events such as the National Association of Broadcasters (NAB) convention, NAB Radio Show, state broadcast association meetings and the NAB Foundation Broadcast Leadership Training Program.



Christine McLaughlin

Sciarrino & Shubert, PLLC

Nearly a Year into the New Administration: What's Happening at the FCC? 10:30 a.m. Breathitt Room, 2nd Floor, Suite Tower

Christine McLaughlin has more than 20 years of experience representing a diverse range of communications providers, including broadcasters, wireless mobile and fixed service operators, Internet providers, equipment manufacturers and large users of telecommunications and information services, in a variety of regulatory and transactional matters.

Christine has successfully prosecuted hundreds of applications before the FCC and state public utility commissions; advised participants and prospective applicants in FCC license auctions; advised clients on various

FCC initiatives and prepared and filed comments in numerous rulemaking proceedings; assisted clients in ongoing regulatory compliance, including the preparation of various FCC and state regulatory reports; and prepared briefs on appeal of FCC rulemaking and adjudicatory decisions. She is a graduate of Catholic University's Columbus School of Law. She is a member of the Federal Communications Bar Association and the Alliance for Women in Media (formerly American Women in Radio and Television), where she served on the National Board from 2007 through 2010, and on its charitable Foundation's Board from 2015 to present.



Adam Armbruster

Eckstein, Summers, Armbruster & Company

Automobile Revenue 2018: The Auto Dealer and the Media Buyer...Both Sides of the Sale - 10:30 a.m. Clements Room, 2nd Floor, Suite Tower

Getting the VIP Meeting: How to Truly Engage a Business Owner (and avoid the CAN approach) for Far Better Sales Results - 3:15 p.m., Clements Room, 2nd Floor, Suite Tower

Adam's business experience transforms organizations by turning traditional media marketing and advertising myths into profit realities. And his special focus is on issues of how to create a winning message, an effective media plan and an overall umbrella

theme to an advertising plan that drives consumer response. His unique presentation shifts business leaders out of the advertising world as it used to exist and into the media world as it moves today.

He has delivered more than 5,000 presentations to live audiences and on national television to thousands of business people. Business owners describe his entertaining presentation as "thought provoking," "a game changer," "insightful" and "inspiring" and a "difference maker" Adam has consulted thousands of regional and national clients, including QVC.com, Midas, RC Wiley (Berkshire Hathaway Co.), McDonald's, Pea Pod On-Line Grocery, Choice Brand Hotels, Modell's Sporting Goods and many more.



Stan Knott

USA Pyramid Consulting

Next GEN TV, 10:30 a.m. Combs-Chandler, 2nd Floor, Suite Tower

Stan began his career as a college student reading wire copy for the 1976 Summer Olympics. In 1995, he became the general manager for the Fox O&O Group at WBRC-TV in Birmingham. In 1996, he managed the affiliation switch of WBRC from ABC to FOX. Stan has won numerous news awards, including what is now known as the regional Murrow Award for best newscast and news operation. In 2014, he became full-time VP of Broadcast Markets for Media General. He resides in Nashville, Tennessee.



Greg Happel
Kentucky ABIP Inspector
Engineering for Today and Tomorrow,
10:30 a.m. Nunn Room, 2nd Floor, Suite Tower

Greg received his 1st class FCC license in 1966 and, having completed a two-year, full time, residential course in Comprehensive Electronic Technology, graduated from United Electronics Institute in 1967.

Upon graduation, he was hired by North American Aviation in California, performing final flight test of missile systems and later by Lockheed Aircraft, conducting avionics flight test and aircraft prototype development, in the Los Angeles area. In 1969-71, he was the service manager and lead bio-medical electronics tech for Douglas Electronics in Louisville.

In 1997, Greg received his ABIP inspector license from the FCC, Detroit enforcement office. Greg has over 45 years of experience in the broadcasting industry in the areas of engineer/contractor/consultant. As owner of Consultech Engineering Inc, and then Consultech Broadcast Services, he has been responsible for the design, construction and maintenance of numerous radio broadcast facilities. Currently, Greg works with the KBA as Technical Director of the ABIP inspection program. Additionally, he is the Broadcast Chair of the Kentucky State Emergency Communications Committee (SECC/EAS), KY EAS coordinator and Technical Advisor.



William Smith
Consultant
Engineering for Today and Tomorrow,
10:30 a.m. Nunn Room, 2nd Floor, Suite Tower

William has been in the broadcast industry for over 35 years. He began his career as a college student. In 1984, he began working at WLEX-TV in Lexington. In 1985, he transitioned to KET until his retirement in 2014. In 1997, he took on the role of Special Projects Engineer as the first employee in the newly created Department of Technology that analyzed technology trends and adapted those trends.

During his tenure at KET, William oversaw many projects, including building the KET prototype DTV station (WKPC) in Louisville; the conversion of both KET STL system and television transmitter plants to digital in 2002-03; and the upgrade of the KET production facility to high-definition and full digital workflows in 2009-11. Since his retirement, William has continued to work in the industry as the Chief Engineer for Cumulus Lexington, consultant for WUKY-FM at the University of Kentucky and assisting stations across the Commonwealth. He is a graduate of Eastern Kentucky University with a bachelor of science degree in industrial technology specializing in both computer and communications electronics.



Rick Crago
Forcht Broadcasting
Engineering for Today and Tomorrow
10:30 a.m. Nunn Room, 2nd Floor, Suite Tower

Rick is a dedicated and very hardworking individual. He maintains the 25 Forcht broadcasting stations, transmitters, sites, EAS equipment, satellite receivers, dishes, IT work, studio remodels and rebuilds. He is a tireless, tenacious worker and stays very much up to date with the latest trends in equipment and IT. He travels three states and is always there to help. He has experience not only with all aspects of engineering but also has worked as an on-air personality. Rick truly has a full knowledge of all aspects of broadcasting. Prior to working for Forcht Broadcasting, Rick owned and operated Crago Media based in Owensboro.



Monica Dias
Frost Brown Todd, LLC
Copyright Law and Everything You Need to Know About GMR
1:45 p.m. Clements Room, 2nd Floor, Suite Tower

Monica is a litigation attorney and intellectual property attorney who helps clients shape their content and protect their work. A seasoned First Amendment and media lawyer, Monica has extensive experience defending media clients against defamation and invasion of privacy claims, as well as enforcing their right of access to courtrooms, public records and public meetings. Her clients (TV and radio stations, magazines, newspapers, bloggers and documentary filmmakers) communicate content through traditional media as well as websites, tweets and social media. Through pre-publication and pre-broadcast review of news stories and other content, she helps clients navigate evolving case law regarding defamation, privacy, right of publicity and copyright infringement so they can safely post content online, in print and on the air. She enforces her media clients' First Amendment rights through litigation.



AJ Correale
Frost Brown Todd, LLC
Copyright Law and Everything You Need to Know About GMR
1:45 p.m. Clements Room, 2nd Floor, Suite Tower

AJ has over 20 years of legal experience in the entertainment industry. During this time, he has served as counsel to numerous award-winning artists, producers, record labels and a wide variety of entertainment companies. His national practice is primarily focused on transactional and litigation matters in the entertainment, media, advertising and technology industries. AJ represents a diverse group of clients, including major and independent record labels, established and developing recording artists, record producers, song writers, entertainment industry executives, fashion models, television and film producers, and a wide variety of large and small companies.

AJ was previously the vice-president of legal affairs and anti-piracy at EMI Records, and the director of business affairs at Sony Music. His experience also includes working at two of the music industry's top law firms, Grubman Indursky & Shire, and Greenberg Traurig.



Steve Reynolds
The Reynold Group

The Four Essential Elements of Every Successful Show: Making the Audience Fall in Love with You So They Come Back For More-Part I of II
1:45 p.m. Combs-Chandler Room, 2nd Floor, Suite Tower
Content is Queen: Ten Ways to Be More Local and Twelve Ways Shows Get in Trouble-Part II of II
3:15 p.m. Combs-Chandler Room, 2nd Floor, Suite Tower

Steve Reynolds spent most of his career doing personality radio. Starting in one of America's small markets, he became fascinated with why people would listen to strangers whose voice came out of a box. He soon recognized that shows win because of strategy and images. In 2001, Steve saw the need to teach news shows how to do personality radio and help tenured shows evolve to stay relevant and fun for their fans.

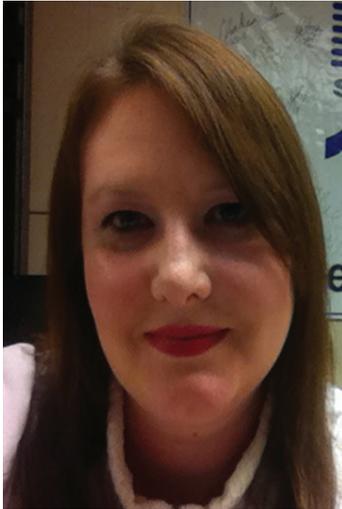
The Reynolds Group has launched news programs and reinvigorated established ones so they are true points of differentiation in their market's competitive landscapes and the world of highly fractured entertainment. He's helped creative and strategic shows get better, so the station brand remains viable for listeners and valuable for advertisers. Steve challenges talent to grow their strategic and creative abilities so their audience revenue and share grow.



Kim Busse
Omnia Group

Hiring Right the First Time
3:15 p.m. Breathitt Room, 2nd Floor, Suite Tower

Kim Busse is the Key Relationship Manager at the Omnia Group, an employee selection and management consulting firm. In her current role, Kim partners with her clients to select top talent, manage more effectively, and build high-performance teams and succession planning using behavioral tools/ concepts. Utilizing over 20 years of human resource management and business development experiences, she has provided guidance to hundreds of businesses in a wide range of industries, including insurance, financial services, automotive, staffing and healthcare.



Amy Stroud
Forcht Broadcasting

Digital Media: Get It, Sell It, Don't Overcomplicate It,
3:15 p.m. Nunn Room, 2nd Floor, Suite Tower

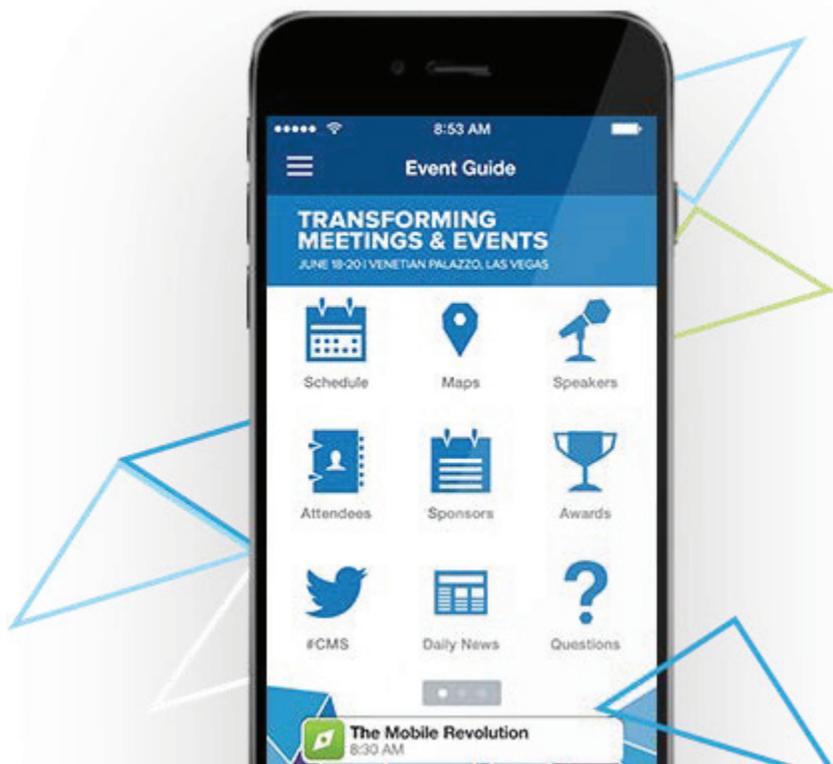
Amy is the Senior Vice President of Forcht Broadcasting, working with 26 radio stations in nine markets in Kentucky, Indiana and Illinois to enhance the radio group's online and social/ digital media platforms. In 2014, Amy received *Radio Ink Magazine's* Rising Star designation.

Before joining the radio business in 2012, Amy worked as a Field Representative for a former Kentucky governor, as a marketing and community manager for two non-profit organizations and as a producer for a television news station. She previously interned for the NBA News bureau in London, England. A graduate of the University of the

Cumberlands, Amy holds degrees in communications and political science. In 2011, she completed an Entrepreneurial Fellowship at the University of Kentucky.

Are you connected? Download the KBA Conference App today!

The KBA Conference App is designed with the busy meeting attendee in mind. By signing up for the app, you will have access to KBA sponsors, speakers and events! Download the Attendee Hub App from Crowd Compass and search for Kentucky Broadcasters Association 2017 Conference.





After 30 years
Gabe Hobbs is proud
to announce he has brought
his family and his consulting company,
Gabe Hobbs Media, home to
Kentucky.

...and to celebrate our Homecoming, we're offering our new

SMALL MARKET CHECKUP PACKAGE

Please email or give me a call to discuss how I can be of service to you!

859.523.9655 or gabe@gabehobbsmedia.com

"Gabe Hobbs is by far one of the most knowledgeable and insightful people in radio today. Plain and simple, GABE GETS IT. I learn something new from Gabe every time we speak, and I seek out his input often."

--Sean Hannity, National Radio and Television Personality

Services include...

- Radio station consulting
- Programming evaluation / recommendations
- Digital – Mobile
- News
- Resource allocation & consolidation
- Group efficiencies & cost control
- Talent coaching & acquisition
- Talent management

Learn more by visiting our website at www.gabehobbsmedia.com



Making local radio great again...

Gabe Hobbs Media, LLC – Lexington



Educational Sessions-Tuesday, Oct. 10, 2017

Sales

9 a.m.-10:15 a.m.

Building Relationships Your Competitors Can't Steal

Chris Lytle

Breathitt Room 2nd Floor, Suite Tower

This is a superb opportunity to differentiate your salespeople in a crowded marketplace. During this session, you will learn the missing metrics: three key measurements that every salesperson needs to track, how to determine the strength of your current business relationships, three powerful ways to think about closing sales, using zero pressure closes to secure sales and strengthen business relationships and so much more!

Legal

9 a.m.-10:15 a.m.

Lobbying Your Leaders - How to Effectively Influence Those Elected to Represent You.

Jeff Hoover and Steve Newberry

Clements Room, 2nd Floor, Suite Tower

Unfortunately, when most citizens hear the word "lobbyist," they think of corruption and arm-twisting for special interests and big donors. Instead, it is one of the best ways for industries, organizations and individuals to convey their story to their elected leaders. House Speaker Jeff Hoover and Broadcast Lobbyist Steve Newberry will spend time sharing the best techniques for reaching out to your government leaders, how to effectively convey your message and how to best influence their decisions.

Safety

9 a.m.-10:15 a.m.

Dealing with Aggressive Behavior: Enhancing Your Safety in the Office and the Community

Ron Scheidt

Combs-Chandler Room, 2nd Floor, Suite Tower

This program teaches participants how to make safe contacts both in and outside the office and how to differentiate between "bluff behaviors," those behaviors intended to accomplish a goal but that are not physically threatening, and "danger behaviors," those behaviors indicating a high probability of physical attack. It then provides skills to de-escalate each level of behavior. In this session, participants will learn how to react to anger and aggression; identify the four stages of anger and aggressive behavior; identify why people get angry; recognize danger behavior; and much more!

Technology

9 a.m.-10:15 a.m.

AI's Jaw Droppingly Cool Tools

AI Tompkins

Nunn Room, 2nd Floor, Suite Tower

Bring your smartphone/iPad

You will learn the coolest new stuff you can do on your phone or tablet. Most of it is free, and none of it requires coding skills or more than two minutes of work. Our goal will be for you to learn and USE new tools in this session that you will put into practice on the job during your next shift. In this session, you will see a new tool that takes your video and transcribes it word for word with timecode, learn how to record and edit video like a standup or interview with b-roll on your phone, see a new tool that allows you to embed audio on a 360 image that you can post on Facebook and much more!



Exhibitor Showcase
10:15a.m.-10:30a.m.
2nd Floor Suite Tower

Educational Sessions October 10, 2017

Legal

10:30 a.m.-11:45 a.m.

Nearly a Year into the New Administration: What's Happening at the FCC?

Dawn Sciarrino and Christine McLaughlin

Breathitt Room, 2nd Floor, Suite Tower

Dawn Sciarrino and Christine McLaughlin will update us on what's been happening at the FCC and the rule changes under Chairman Pai and the new administration. Bring your questions and get ready for a fast-paced session covering everything FCC, including Local Public File, Main Studio Rule, Equal Employment Opportunity, FM Translators, Children's Programming, Station Identification, Non-commercial Third-Party Fundraising and more.

Sales

10:30 a.m. -11:45 a.m.

Automotive Revenue 2018: The Auto Dealer and the Media Buyer...Both Sides of the Sale

Adam Armbruster

Clements Room, 2nd Floor, Suite Tower

In this session, you will learn how to position the meeting, dealer perceptions of the media, getting the dealership facts, management style of dealership, buyer demographics, and making a profitable customer. If your potential or current clients are in the automotive industry, you do not want to miss this session.

Television Management

10:30 a.m.-11:45 a.m.

Next Gen TV

Stan Knott

Combs-Chandler, 2nd Floor, Suite Tower

If the chairman of the FCC has his way, Next Generation Television will become a reality by the end of the year. Combining the strength of broadcast with the connectivity of IP based communications, Next Gen TV could well usher in the next Golden Age of broadcast television. Numerous companies and innovators are working on tools that will enable more personal communication for content, selling and for measurement. We'll walk through some of the possibilities that will become reality, update the progress on the final stage prior to approval and share ideas on how broadcast leaders can prepare for this exciting and profitable future.

Engineering

10:30a.m. -11:45a.m.

Engineering for Today and Tomorrow

Greg Happel, Rick Crago and William Smith

Nunn Room, 2nd Floor, Suite Tower

This session focuses on broadcast engineering. By attending this session, you will learn valuable information regarding television repack and what it means for both radio and television; IT-based systems for radio and TV; where and how do we obtain new engineers; increase your understanding of EAS, CAP and IPAWS; the broadcasters' role; and the ABIP program and what it can do for you!

Be sure to share your pictures! Follow us on Facebook, Twitter or Instagram!

Use tag #KBAIville17 or email to kba@kba.org or Karen@kba.org

You will be entered to win a \$100 Visa Gift Card if you tag us!



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KBA Luncheon with Jim Host
Luncheon sponsored by Compass Media
Ballroom C, 2nd Floor



Jim Host was the founder of Host Communications, Inc., a world-renowned college sports marketing and association management company that began in 1972 and was sold to IMG in 2007.

Growing up in Ashland, he obtained one of the first two full baseball scholarships given by the University of Kentucky in 1955. He majored in radio art, graduating in 1959 and with an AB degree granted in 1961. He began his career by doing play-by-play for the student station and broadcasting for WVLC while at UK. Jim played one year of pro baseball in the Chicago White Sox Organization in 1959, injuring his arm close to the end of the year and forcing a retirement from his baseball career.

He had a varied business career from 1962 to 1967 working for Procter & Gamble, becoming a real estate broker with his own firm, owning a General Insurance Agency, and becoming a home builder while also continuing to do freelance play by play for UK and high school sports. He was the President of the Kentucky Association of Mutual Insurance Agents and served as a member of the Board of the Lexington Realtors Association during that time.

In 1967, Host became the youngest Cabinet officer for Governor Louie Nunn, serving first as Commissioner of Public Information and Tourism, followed by a term as Commissioner of Parks. In 1971, he ran as the Republican party candidate for Lt. Governor being defeated in the General Election.

In 1969, Host was the founding Chairman of the Kentucky Horse Park Commission leading to the creation of the Kentucky Horse Park which hosted the Alltech FEI World Equestrian Game (WEG) in 2010. He was the Chairman for WEG from 2006 to 2009.

In November of 1971, what became Host Communications was begun as Jim Host and Associates over a barber shop in Lexington, with this first client, the Lexington Tourist and Convention Commission. He served as its first executive director, which led to the formation of the Lexington Center Corporation and the building of Rupp Arena.

In 1974, Jim Host and Associates acquired the radio rights to UK sports, which then led to the NCAA radio network rights in 1975. From there, institutions like Notre Dame, Texas, Michigan, Tennessee, Florida State and a number of others, including major conferences like the SEC, became clients of Host.

In 1983, the company introduced the NCAA Corporate Program. Before this time there was NO other licensing of marks or any revenue from Corporate Sponsorship Programs in College Athletics. In 1998, Host created NCAA Football, a pennant shaped Mark, to promote the college football game as an alternative to the NFL mark.

Host has served as President of the Lexington Rotary Club, the Greater Lexington Chamber of Commerce, and the Bluegrass Council of Boy Scouts, receiving the Silver Beaver Award. He has been a member of the Board of Directors of the National Park Advisory Board, Kentucky Chamber of Commerce, Kentucky Sports Authority, Naismith Basketball Hall of Fame, and the Louisville Arena

Authority which built the KFC YUM CENTER. He served as its Chairman from 2005-2012. He had retired as CEO of Host Communications, Inc. in 2003 to become Secretary of Commerce for the Commonwealth of Kentucky under Governor Ernie Fletcher.

He has received the Kentuckian of the Year Award from the Changer Foundations. The Champions of Diversity Award from the Louisville Urban League, the Kentucky Broadcasters Distinguished Kentuckian Award, the Hickman Camp Award from the University of Louisville and the University of Louisville Presidential Medal.

He was honored with the National Football Foundation Award for the Top Contribution to Amateur Football in 2017. Host was awarded one of twelve NACDA (National Association of Collegiate Directors of Athletics) Golden Anniversary Awards in June of 2015 and was inducted into the Ashland, Kentucky Baseball Hall of Fame in August of 2015. Her currently serves as a member of the Executive Committee of SOAR (Shaping Our Appalachian Region).

Jim holds an honorary doctorate from Kentucky State University. He is married to Patricia Quantrell Host and lives in Lexington. Both have two children and eight grandchildren.

Educational Sessions-Tuesday, October 10, 2017

News Management

1:45 p.m.-3 p.m.

Separating Fact from Fake News

Al Tompkins

Breathitt Room, 2nd Floor, Suite Tower

Fake news is not just news that somebody wish had not been reported. It is a real phenomenon that requires journalists to develop new skills to detect it and protect themselves from it. In this practical, interactive session, you will learn how to use digital metadata to discover altered images and documents, learn how to use photo comparisons to discover the origin of altered images, learn the four key questions that journalists must ask as part of a critical thinking process and much more!

Legal

1:45 p.m.-3 p.m.

Copyright Law and Everything You Need to Know About GMR

Monica Dias and AJ Correale

Clements Room, 2nd Floor, Suite Tower

This session will cover music licensing, including common pitfalls and best practices, and the controversial new performance rights organization Global Music Rights (GMR) that broadcasters cannot ignore. We'll also discuss copyright infringement, including when use of a copyrighted work without permission is "fair use" – and when it's not. In this course, you will understand the basics of music licensing, the issues and controversy surrounding Global Music Rights (GMR) as well as understand when the fair use defense to copyright infringement applies and how courts analyze the defense.

Programming

1:45 p.m.-3 p.m.

The Four Essential Elements of Every Successful Show: Making the Audience Fall in Love with You So They Come Back For More-Part I of II

Steve Reynolds

Combs-Chandler Room, 2nd Floor, Suite Tower

What is your show all about? How well do the characters connect? Are you earning necessary images for long-term growth? What are benchmarks, and do you have the right ones to activate daily listenership? What does every successful personality-driven show do that lends itself to a long-term win? Join America's top talent coach, Steve Reynolds, as he shares those items in this fun, fast-paced session that will help you see your show differently with actionable items you can use to grow your brand immediately.

Educational Sessions-Tuesday, October 10, 2017

Sales

1:45 p.m.-3 p.m.

Back to Basics and Beyond: The New Fundamentals of Selling Broadcast Advertising

Chris Lytle

Nunn Room, 2nd Floor, Suite Tower

At the end of this fast-paced, highly-detailed session, your sales team will have new skills and gain proven strategies for selling new business and upselling current advertisers. Throughout this session, you will learn how to “talk advertising” instead of spewing rates, ratings and station information, the BIG QUESTION to ask yourself before every meeting or presentation and much more!



**Afternoon Pick Me Up Refreshments Served
Exhibitor Showcase
3 p.m.-3:15p.m.
2nd Floor Suite Tower**

Educational Sessions October 10, 2017

Management

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

Hiring Right the First Time

Kim Busse

Breathitt Room, 2nd Floor, Suite Tower

Have you ever been blindsided by what you thought was a perfect hire who turned out to be a total disaster only three months later? Or had the feeling you missed out on a great fit because you overlooked someone who was too quiet or shy? Hiring smart is an art, and behavioral interviewing can help managers avoid some of those mistakes by revealing a candidate's true colors. During this workshop, discover four common hiring mistakes that can derail your hiring process. Learn the benefits of behavioral-based interviewing to uncover objective facts to make employment decisions than other interviewing methods. If you're resigned to turnover as a way of life, you don't want to miss this session.

Sales

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

Getting the Client VIP Meeting...and Then Delivering

Adam Armbruster

Clements Room, 2nd Floor, Suite Tower

Are you still trying to get into see the business owner? Well, try no more. Adam Armbruster arms you with tools in the sales arsenal to assist you. This session focuses on getting to the business owners, the first meeting agenda, the primary decision makers, live meeting mission, the non-close and phase selling. If you are in sales and trying to capture that potential client- this training is for you!

Programming

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

Content is Queen: Ten Ways to Be More Local and Twelve Ways Shows Get in Trouble, Part II of II **Steve Reynolds**

Combs-Chandler Room, 2nd Floor, Suite Tower

We turn on the TV for content. We use YouTube and the internet for content. Listeners come not only for music, but to connect and be entertained by the content you do. What are the three most valuable and strategic kinds of content your show can do? How can your local show be even more local so listeners reward you with deeper loyalty? And what are the 12 things shows do that gets them in trouble? Join America's top talent coach Steve Reynolds as he talks about content - where it is and how to do it - and shares the roadblocks that cause challenges for shows so you can avoid them for bigger ratings victories.

Sales

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

Digital Media: Get It, Sell It, Don't Overcomplicate It

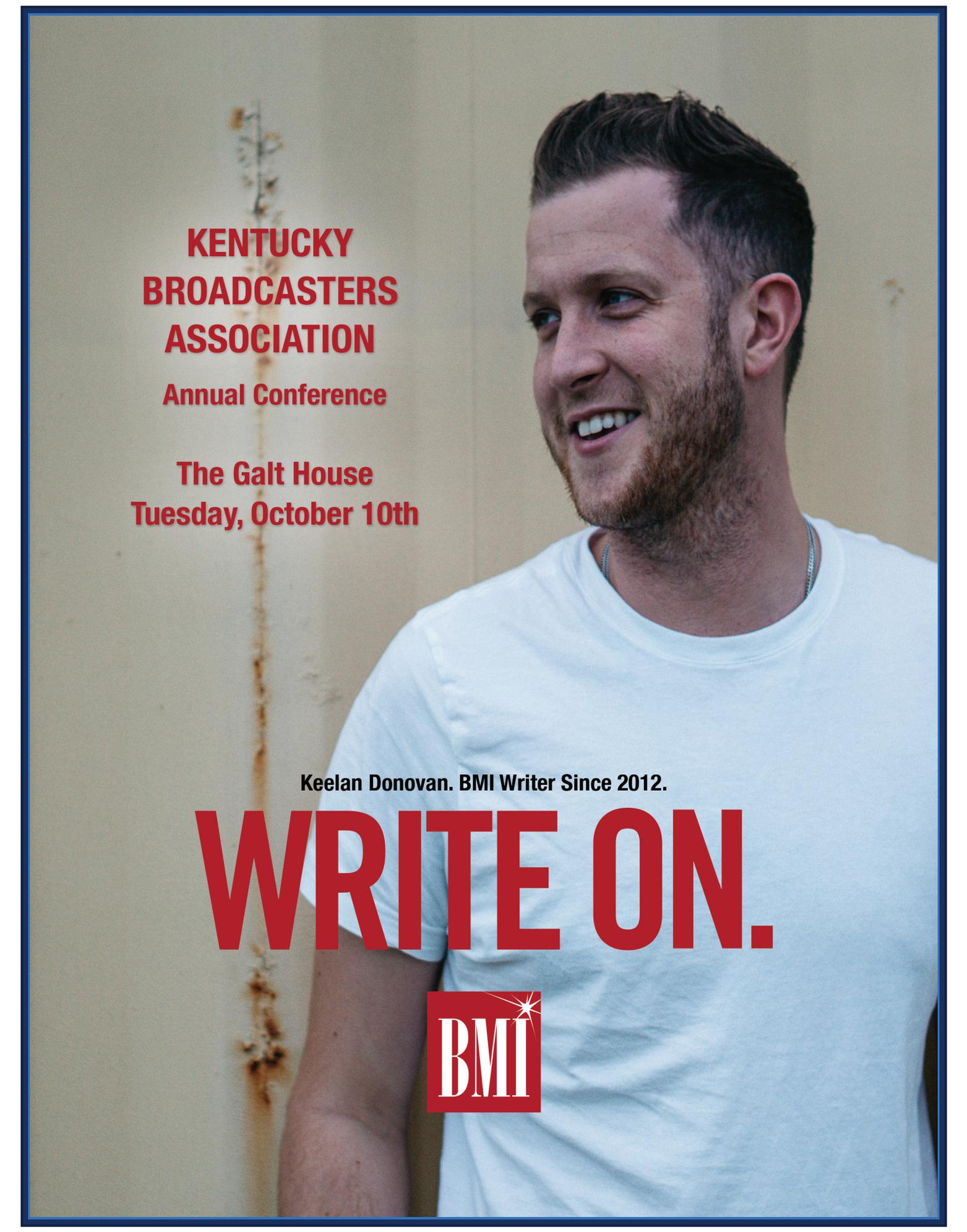
Amy Stroud

Nunn Room, 2nd Floor, Suite Tower

In today's radio world, broadcasters cannot opt out of moving forward in reaching their listeners via online and digital mediums. We need to be where our listeners are, and they are online and mobile. Creating a digital plan for your radio station is a thoughtful process, but it doesn't have to be stressful complicated one. Reaching listeners, serving our communities and generating revenue for your station is what the plan is all about – and even with a small staff – your station can get digital and sell it!



Remember to wear your KBA name badge at all times! It is required for KBA events! Photo ID may be required for registration!



**KENTUCKY
BROADCASTERS
ASSOCIATION**

Annual Conference

**The Galt House
Tuesday, October 10th**

Keelan Donovan. BMI Writer Since 2012.

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Meet the Exhibitors

Booth # 19

BONNEVILLE

DISTRIBUTION

Bonneville focuses on providing distribution for TV, radio and multi-media platforms around the world that broadcast the weekly and seasonal programming of the Mormon Tabernacle Choir Weekly Broadcast, *Music & the Spoken Word*. Entering its 88th year, the program is the longest running network broadcast in the world and is distributed to over 2,000 media outlets worldwide. *Music and the Spoken Word* was inducted into the NAB Hall of Fame. The program is distributed free of charge to all media and is available in English, Spanish and Portuguese.

Contact: Terry Hritz

Email: thirtz@bonneville.com

Booth # 14



Fuellgraf was founded in 1946. Today Fuellgraf is a four-generation family business. Our team has over 30 years of experience. With our extensive knowledge and background, you will have the comfort of having the best in the business working for your company. We specialize in the design, installation and maintenance of electrical systems on all tall structures. One of our goals is to supply efficient, rugged and cost-effective obstruction lighting to commercial, private and military customers worldwide. We are a global supplier of FFA-certified obstruction lighting solutions that are tested to meet and exceed FFA and ICAO specifications. Some of our products include aviation obstruction lighting, lightning protection systems, power distributions, platform lighting, receptacles, Continuous Emissions Monitoring Systems, repair, maintenance and many other services. We can custom-design any of these systems to fit your needs. We have served thousands of customers all over the U.S. Our maintenance department is fully staffed with trained and field-experienced installation personnel. With an impeccable safety record, we surpass most requirements with OSHA 10/30."

Contact: Everett Kennedy

Email: ekennedy@chimneytower.com

Booth # 7



Gorman Redlich Manufacturing Company has been creating high-quality, reliable and affordable broadcast alerting and compliance equipment for over 35 years. The Gorman Redlich product line includes alerting and compliance equipment such as the Emergency Alert System (EAS) encoder/decoders for both radio and television broadcasters, Common Alerting Protocol (CAP) message decoders, and NOAA Weather Radio receivers; as well as general broadcast solutions including directional AM antenna monitors and accessories.

Contact: Donald Walker

Email: donald@walkerconsulting.net

Booth # 2 & 3



The Kentucky Broadcasters Association (KBA) unites public and commercial radio and television stations across the Commonwealth of Kentucky. The purpose of the Kentucky Broadcasters Association is to represent and further the interest of broadcasters through meetings and publications and provide educational services through conventions, workshops or other appropriate means in order to better serve the public.

Contact: Henry Lackey

Email: henry@kba.org

Booth # 16



The National Association of Broadcasters is a trade association and lobby group representing the interests of commercial over-the-air radio and television broadcasters in the United States. The NAB represents more than 8,300 terrestrial radio and television stations as well as broadcast networks.

Contact: National Association of Broadcasters

Email: nab@nab.org

Booth # 11:

NIELSEN

Whether you're eyeing markets in the next town or across continents, we understand the importance of knowing what consumers watch and buy. That's our passion and the very heart of our business. We study consumers in more than 100 countries to give you the most complete view of the trends and habits worldwide. And we're constantly evolving, not only in terms of where we measure, but in how our insights can help you drive profitable growth. That's why we continue to develop better solutions to help you meet the needs of today's consumers and find out where they are headed next.

Contact: Kay Hagar

Email: kay.hagar@nielsen.com

Booth # 14



Switcher Studio

Switcher studios is a mobile video app that lets you sync up to four iPhones and iPads to record and stream LIVE video to services like YouTube and Ustream. Insert photos and graphic overlays, manage multi-view effects and remote channel management of RTMP (Real Time Messaging Protocol) live video platforms through the online dashboard with Switcher Studio's cloud services.

Contact: Nick Mattingly

Email: nick@switcherstudio.com

Booth # 1



WEDDING PLANNING
With Pem

Wedding Planning with Pem, a 90-second radio feature with a 15-year proven track record is free with a 30-second avail for our affiliates.

Contact: Pem Pfisterer Clark

Email: pemsbridal@att.net

Booth # 10



Established in 2007 as a broadcast and wireless communications tower services contractor, Worldwide Communications Consultants, Inc. is owned and operated by the same family that founded Central Tower, Inc, in 1984. Central Tower was a full-service tower and site accessories fabricator that primarily served the broadcast tower industry for many years before being sold in 2001 to Dielectric Communications and eventually rebranded as Tower Innovations. As the pioneering communications tower fabricator in southern Indiana/northwestern Kentucky area, Central Towers, Inc. was singlehandedly responsible for giving birth to the numerous tower fabricators located in this area, many of which remain in operation today. In October of 2014, Worldwide Communications Consultants, Inc. made the decision to expand its reach within the wireless and broadcast industries and built a new facility in Newburgh, Indiana, to house corporate offices and a steel fabrication plant.

Contact: Mike Ryan

Email: mike@wctower.com



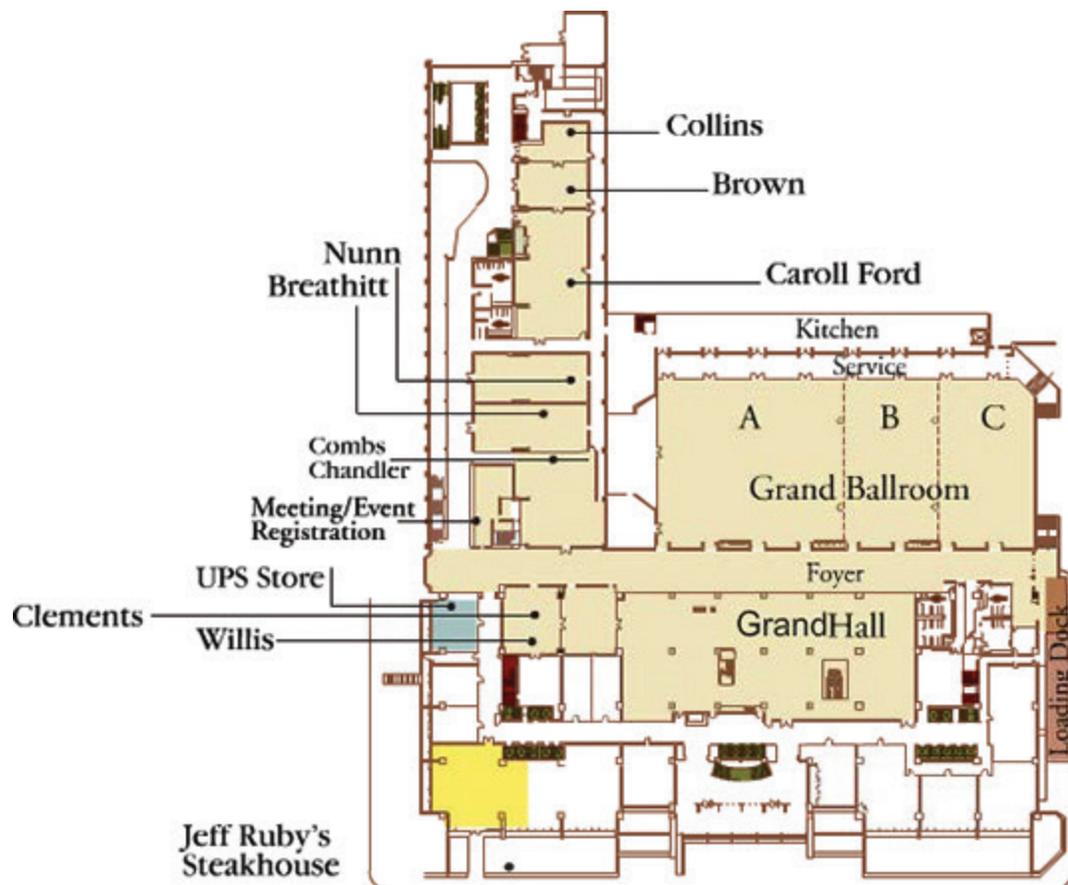
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