



RECONNECT

2021 ANNUAL CONVENTION SESSIONS & SPEAKERS



August 10-11, 2021
Embassy Suites - La Vista

Registration Deadline August 2nd
Register at www.ne-ba.org

MANAGEMENT

Tues. 1:00 - 1:50PM, Legal/NAB Session

John Wells King, NBA Counsel

Nicole Gustafson, VP, NAB Government Relations



King



Gustafson

Tues. 2:00 - 2:50PM, Diversity, Equity & Inclusion

Michelle Duke, Chief Diversity Officer, NAB



Duke



Steenbergen

**Tues. 3:00 - 4:15PM, Valued and Valuable:
Post-Covid Employee Goals**

Derron Steenbergen, The Swagger Institute

SALES

RADIO

Wed. 9:00 - 10:15AM, Getting in Front of More Local Direct Prospects

Wed. 10:30 - 11:45AM, Defusing Rate & Budget Objections

David Rich, Contagious Talk

TELEVISION

Wed. 9:00 - 10:15AM, Bigger is Better: Broadcast TV vs. OTT

Wed. 10:30 - 11:45AM, In a Global/National Digital World, Local

Broadcast Digital Rules

Rob Russo, RNR Media Consulting, LLC

RADIO & TELEVISION

Wed. 1:30 - 2:45PM, Post-Covid: Sales Lessons Learned

Wed. 3:00 - 4:15PM, Igniting the Fire for the New and the Now

Derron Steenbergen, The Swagger Institute



Rich



Russo



Steenbergen

BANQUETS & LUNCHEON

Hall of Fame Banquet, Tues. 6:30PM

Inductees: Todd Brandt and Mike Tyler
(Todd-N-Tyler), Sharon Behl Brooks,
Bill Milldyke



Todd-N-Tyler



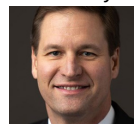
Behl Brooks



Milldyke

Keynote Luncheon, Wed. 12:00PM

Speaker: Trev Alberts, Athletic Director,
University of Nebraska - Lincoln



Alberts

Pinnacle Awards Banquet, Wed. 6:30PM

Emcee: John Baylor, Voice of UNL
Volleyball for 27 years



Baylor



Benz

NEWS

**Wed. 1:30 - 2:45PM, Covering Polarized Issues,
Knowing your Story: Abortion, Immigration, Guns**

**Wed. 3:00 - 4:15PM, Inclusive Journalism:
The Myth of Objectivity**

Kevin Benz, KevinBenz.News



Jacobs

RADIO PROGRAMMING

**Wed. 1:30 - 2:45PM, How Innovation, Technology &
Disruption Will Change Radio in a Post-Pandemic
World**

Wed. 3:00 - 4:15PM, Building a Better DJ
Fred Jacobs, Jacob Media

ENGINEERING

Wednesday 8:00 AM - 4:00PM

Scheduled speakers include:

- FCC Regulatory Updates - John Wells King, NBA Counsel
- MultiCam Product Showcse - Mary Ann Seidler
- Spectrum Analyzer History and the Use of SA's - Jeremy Ruck

Don't Miss!



NBA NETWORKING LOUNGE

*Enjoy Free Cocktails and
Expand your NBA Network!*

Wed. 4:15 - 5:45 PM