



2024 Convention Sessions & Speakers

August 6 - 7, 2024
Embassy Suites - Lincoln
Early Bird Registration Ends July 22nd



CONVENTION

Tues. 1:00 - 1:50PM, Legal/NAB Session
Nicole Gustafson, National Assoc. of Broadcasters
Davina Sashkin, Wilkinson Barker Knauer



Gustafson Sashkin

Tues. 2:00 - 2:50PM, 2024 Labor and Employment Law Update

Tara Stingley, Cline Williams



Stingley Therwanger

Tues. 3:00 - 4:15PM, Leading Through Chaos
Erik Therwanger, Think GREAT

SALES

RADIO

Wed. 9:00 - 10:15AM, You Aren't in the Radio Business Anymore
Paul Jacobs, Jacobs Media



Jacobs Schmidt

Wed. 10:30 - 11:45AM, The New C.N.A. System for Time-Starved Clients & Reps
Jeff Schmidt, RAB



Allers Seitter

TELEVISION

Wed. 9:00 - 10:15AM, Myth vs. Reality: Overcoming the Biggest Objections to Buying Broadcast TV
Brian Allers & Brad Seitter, TVB



Downs

Wed. 10:30 - 11:45AM, Winning Sales Habits
Stephanie Downs, The Center for Sales Strategy

RADIO & TELEVISION

Wed. 1:30 - 2:45PM, Selling Through Chaos
Erik Therwanger, Think GREAT



Therwanger Steenbergen

Wed. 3:00 - 4:15PM, Simple, Custom Proposals Guaranteed to Grow Revenue
Derron Steenbergen, The Swagger Institute

NEWS

Wed. 10:30 - 11:45AM, Keeping Open Meetings Open and Public Meetings Public - Panel Discussion

Moderator: Rose Ann Shannon, Retired KETV News Director
Senator Danielle Conrad, District 46, Nebraska Legislature
Korby Gilbertson, Radcliffe Gilbertson & Brady
Daniel Gutman, UNL First Amendment Clinic
Max Kautsch, NBA Legal Line Counsel, Kautsch Law LLC.



Shannon Conrad Gilbertson Gutman Kautsch

Wed. 1:30 - 2:45PM, Are you using AI, or is AI using you?

Kevin Benz, KevinBenz.News



Benz

Wed. 3:00 - 4:15PM, Building Trust through your Political Coverage

Dan Shelley, RTDNA



Shelley

RADIO PROGRAMMING

Wed. 1:30 - 2:45PM, The Connected Car: An Opportunity for Radio?

Juan Galdamez, Xperi



Galdamez

Wed. 3:00 - 4:15PM, AI for Broadcasters: Transforming the Future of Media

Chris Brunt, Jacobs Media



Brunt

BANQUETS & LUNCHEON

Hall of Fame Banquet, Tues. 6:30PM

Inductees: Kent Boughton, Jane Monnich, & Dave Webber



Boughton Monnich Webber

Keynote Luncheon & AE of the Year Awards

Wed. 12:00PM

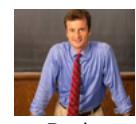
Keynote Speaker: Troy Dannen
UNL Athletic Director



Dannen

Pinnacle Awards Banquet - Wed. 6:30PM

Emcee: John Baylor, Voice of UNL Volleyball



Baylor

ENGINEERING - WED., AUG 7

8:45 - 9:00AM, SBE Meeting

9:00 - 10:15AM, RF Basics, Ohm's Law is Important Even in a Modular World

Jeff Welton, Nautel

10:30 - 11:45AM, What's Up and What's New with ATSC

Jing Zhou, Harmonic, Inc.

1:30 - 2:45PM, Tower Maintenance & Condition Assessment

Bill Harland, ERI

3:00 - 4:15PM, AI Tools to Automate Live Video Production for Radio Broadcasters

Alex Bonello, Insoft