



# 2025 Convention Sessions & Speakers

August 12 - 13, 2025  
Embassy Suites - La Vista  
Early Bird Registration Begins June 17th  
Register at [www.ne-ba.org](http://www.ne-ba.org)



## MANAGEMENT

**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, *Recruitment Best Practices***

Matt Sunshine, Center for Sales Strategy

**Tues. 3:00 - 4:15pm, *Mental Health Issues in the Workplace***

Krista Anderson, Complete Wellness



Sunshine Anderson

## SALES

### RADIO

**Wed. 9:00 - 10:15am, *Selling Value When Price is the Advertiser's Only Focus***

Ryan Dohrn, Brain Swell Media



Dohrn

**Wed. 10:30 - 11:45am, *Accelerating Sales Success with AI & Technology***

Erin Callaghan, Futuri Media



Callaghan

### TELEVISION

**Wed. 9:00 - 10:15am, *Proven Impact: Enhancing Attribution & Advertiser Retention***

Terrance Burzynski, Elevate



Burzynski

**Wed. 10:30 - 11:45am, *How Digital Complements and Elevates Local TV Sales***

Elizabeth Bernberg, AdCellerant



Bernberg

### RADIO & TELEVISION

**Wed. 1:30 - 2:45pm, *Get More Meetings with Advertisers NOW***

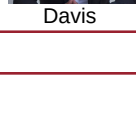
Ryan Dohrn, Brain Swell Media



Dohrn

**Wed. 3:00 - 4:15pm, *Attitude Over Everything***

Aaron Davis, Aaron Davis Presentations



Davis

## NEWS

**Wed. 10:30 - 11:45am, *Reporting From the Courts – Tools, Tips & Techniques to Improve Storytelling***

**Moderator:** Bill Kelly, NPM senior reporter/producer

**The Honorable Stephanie Hansen**, Douglas County Court Judge

**Molly Ashford**, reporter – Harvest Public Media/Nebraska Public Media

**Andrew Ozaki**, retired KETV Capitol Bureau Chief

**Rose Ann Shannon**, retired KETV News Director



Kelly Hansen Ashford Ozaki Shannon

**Wed. 1:30 - 2:45pm, *An Insider's View on Covering the Nebraska Legislature***

**Korby Gilbertson**, Radcliffe Gilbertson & Brady



Gilbertson

**Wed. 3:00 - 4:45pm, *AI Essentials: The Useful, the Inspirational & the Lurking Threats***

**AI Tompkins**, AI Tompkins Workshops



Tompkins

**Extended session!**

## RADIO PROGRAMMING

**Wed. 1:30 - 2:45pm, *Transforming Contests: From Generic Giveaways to Blockbuster Games***

**Jeff McHugh**, The Randy Lane Company



McHugh

**Wed. 3:00 - 4:15pm, *Breakthrough Content Workshop***

**Steve Wexler**, W-E-X-L Coaching & Development



Wexler

## BANQUETS & LUNCHEON

**Hall of Fame Banquet, Tues. 6:30pm**

Inductees: Dennis & Kathi Brown, Dale Johnson, Mike McKnight, Dave Wingert



The Browns'



Johnson



McKnight



Wingert

**Keynote Luncheon & AE of the Year Awards  
Wed. 12:00pm**

**Keynote Speaker:** Jeff Schmidt

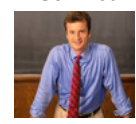
**"Embrace Disruption"**



Schmidt

**Pinnacle Awards Banquet - Wed. 6:30pm**

**Emcee:** John Baylor, Voice of UNL Volleyball



Baylor

## ENGINEERING - WED., AUG 13

Our local SBE Chapter 74 has scheduled the following speakers, with additional speakers to be added soon:

Davina Sashkin, Wilkinson Barker Knauer, LLP – FCC & Regulatory update

Dan Hyatt, DNAV

Jacob Daniluck, Tieline

Jing Zhou, Harmonic Inc.