



2022 Convention

August 9-10, 2022
Embassy Suites - Lincoln

Early Bird Registration Begins June 21st
Register at www.ne-ba.org



Live. Local. Trusted.

Sessions & Speakers

MANAGEMENT

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

Matt McCormick, Co-Managing Member,
Fletcher Heald & Hildreth PLC

Nicole Gustafson, VP, NAB Government Relations

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

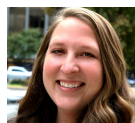
Tara Stingley, Partner, Cline Williams

Tues. 3:00 - 4:15PM, Do we need Another Leadership Seminar? Yes.

Carl Gardner, Veteran Broadcast Executive



McCormick



Gustafson



Stingley



Gardner

SALES

RADIO

Wed. 9:00 - 10:15AM, Turning Radio Recruitment Advertising from Ho Hum to Major Income

Rick Fink, ENS Media USA

Wed. 10:30 - 11:45AM, Getting More from your Customers: Raising Rates & Revenue

Chris Fleming, EVP, El Dorado Broadcasters, CA/AZ



Fink



Fleming

TELEVISION

Wed. 9:00 - 10:15AM, Broadcast TV Wins Big

Brad Seitter, Television Bureau of Advertising

Wed. 10:30 - 11:45AM, Automotive Aftermath: Fallout from the Disruption

Pat Norris, EVP, JDA Media



Seitter



Norris

RADIO & TELEVISION

Wed. 1:30 - 2:45PM, Automotive Dealer Panel Discussion - Straight from the Dealers: What We Need Now.

Local New Car Dealership Owners

Wed. 3:00 - 4:15PM, Win The Day - Being More Productive

Trey Morris, The Center for Sales Strategy



Panel



Morris

NEWS

Wed. 1:30 - 2:45PM, Interviewing Essentials: Journalism Starts Here - Part 1

Al Tompkins, The Poynter Institute

Wed. 3:00 - 3:45PM, Interviewing Essentials: Part 2

Al Tompkins, The Poynter Institute



Tompkins

RADIO PROGRAMMING

Wed. 1:30 - 2:45PM, Storytelling: Keeping Your Audience's Attention

Jeff McHugh, The Randy Lane Company

Wed. 3:00 - 4:15PM, Engagement is the Social Media Metric That Matters

Lori Lewis, Lori Lewis Media



McHugh



Lewis

ENGINEERING

Wednesday

8:45 - 9:00AM, SBE Meeting

9:00 - 10:00AM, FCC Regulatory Issues & Updates

Matt McCormick, Fletcher Heald & Hildreth

10:15 - 11:15AM, AM Diplexing Projects in Omaha and Holdrege

Joshua King, Kintronic Labs

11:15 - 11:45AM, KCRO Turn 100 Years Old, A Journey Through History, Mike Shane

11:45 - 12:15PM, ATSC 3.0 Launches in Omaha, A Behind the Scenes Look

Dale Scherbring, Sinclair Broadcast Group

1:30 - 2:30PM, Post Pandemic Maintenance and Backup Systems

Jeff Welton, Nautel

2:45 - 3:45PM, History of Broadcasting and Nebraska

David Ostmo, Sinclair Broadcast Group

3:45 - 4:15PM, OConsortium Technology Tour

Jim Ocon, Ocon Solutions Company

BANQUETS & LUNCHEON

Hall of Fame Banquet, Tues. 6:30PM

Inductees: Rick Alloway, Gary Kerr, and Neil Nelkin



Alloway



Kerr



Nelkin

Keynote Luncheon, Wed. 12:00PM

One Shot. One Life.

Speaker: Doug Fitzgerald, Radio Personality & best-selling author of *One Shot. One Life.*

AE of the Year Awards

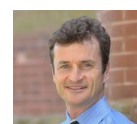


Fitzgerald

Pinnacle Awards Banquet, Wed. 6:30PM

Emcee: John Baylor, Voice of UNL

Volleyball for 28 years



Baylor

NBA NETWORKING LOUNGE

Enjoy Free Cocktails and Expand your NBA Network!

Wed. 4:15 - 5:30 PM