



69th Conference of the Tennessee Association of Broadcasters

Come Join the Fun Before We Go Dark

Embassy Suites Hotel & Conference Center in Murfreesboro, Tennessee

CONFERENCE AGENDA

April 12, 2017

Tuesday, August 15th

11:00 am - 3:00 pm

TAB Board & Business Meeting

Open to all TAB Members and Associate Members

4:30 pm - 6:00 pm

Tennessee Journalism Hall of Fame Induction Ceremonies

In cooperation with the Tennessee Association of Broadcasters and the Tennessee Press Association, the Hall will welcome new members for the class of 2017

6:00 pm - 8:00 pm

Welcome Reception

We're going to prepare to HOWL at the MOON when certain places in Tennessee GO COMPLETELY DARK the next week during the summer's solar eclipse! From approximately 1 minute to over 2 1/2 minutes across Tennessee, it's going to be a shared experience. Come plunge into the darkness with us and prepare for the August 21st eclipse. Let's also have a little fun and raise some scholarship money! Whit Adamson has been with the TAB for 30 years. We're going to pass the mic and for a nominal scholarship contribution you've got 60 seconds to tell a "funny" on Whit from our past. Bring your checkbook. No pictures or recordings allowed. His wife and children are off limits.

Wednesday, August 16th

8:00 a.m. - Noon

Registration / Check In

8:00 a.m. - 4:00 p.m.

Technology Mall

Our Exhibitors Mall will present the latest technology and the folks who can answer all of your questions! Many of your regular favorites and some new faces too.

8:00 a.m. - 8:50 a.m.

Exhibitor Time and Continental Breakfast

9:00 a.m. - 11:45 a.m.

Radio and Television Sales Training

David A. Rich, Best Selling Author/Creator of the Contagious Talks™ Contagious Selling*Contagious Leadership*Contagious Service www.ContagiousTalk.com Come find out why David has been called, "The Most Personable Speaker in America!"

9:00 a.m. - 11:45 a.m.

Blending Law, Legislation and Politics for Owners and Managers

Always one of our most popular sessions with a panel of top-shelf legal experts, government and public relations people and policy guru's will boil it down to what's really important to broadcasters.

9:00 a.m. - 11:45 a.m.

Panel and Session for Emergency Alerting Improvement

Alerting methods have significantly expanded, adding a vast amount of channel options. While the broadcast EAS remains the critical alerting channel, it can be made stronger in concert with other methods and channels. To maximize alerting methods, channels need to be truly complementary and work together in the event redundancy is not possible. Social media is a complement due to the wide use among the general public and the variety of tools it offers alert originators. This is a panel and report of the FCC's requested Communications Security, Reliability & Interoperability Council V (CSRIC) Working Group 2: Alerting Subgroup which investigated strategies and best practices related to Wireless Emergency Alerts use through social media platforms and complementary alerting systems. Hear from NAB, FEMA, Harris County TX EMA, Galain Solutions and other experts.

Noon - 1:30 p.m.

TAB Awards Luncheon

In addition to a special Keynote Address from Rick Sanjek (to be published) author of *American Popular Music and Its Business in the Digital Age: 1985 To the Present*, we'll honor our TAB Public Education Program Sponsors and announce the 2016 TAB Distinguished Service Award Recipient

1:45 p.m. - 4:00 p.m.

More for the Engineers

Finding engineers in today's workplace isn't easy. Let's discuss how we can help ourselves with spectrum repacking, tower moves, EAS, training and the Alternative Broadcast Inspection Program, the future of EAS etc.

1:45 p.m. - 4:00 p.m.

Joint Management and Sales Session - Key Traits of Tennessee's Star Broadcast Salespeople

From our TAB survey, learn what qualities and characteristics separate star broadcast sales and business development people from average or below-average performers?

4:00 p.m.

ADJOURN