

Television and Radio Broadcasters' Guide to 2023 NAB Show

Updated March 13, 2023

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YOUR NAB

YOUR SHOW



Join Us for Our Centennial Celebration at NAB Show!

Get ready for an NAB Show experience like no other with this pre-show guide. Learn about everything we have in store for television and radio broadcasters at the 2023 NAB Show, April 15-19, at the Las Vegas Convention Center.

Broadcast District

The official home for the TV and radio broadcast community at NAB Show, located in the West Hall, second floor.

Enjoy a curated conference experience featuring educational sessions, networking and special events, all in one convenient location.



Featured Conferences:

- NAB Show conference sessions focused on television and radio
- NAB Small and Medium Market Radio Forum, powered by Marketron
- NAB Diversity Symposium
- NAB Leadership Foundation's Focus on Leadership Speaker Series
- Broadcast Engineering and IT Conference

Conference badge access may vary.

TV and Radio HQ

West Hall, W232

PRESENTED BY



The premier networking destination for the television and radio broadcast community at NAB Show, located in the Broadcast District.

HQ Hours: Sunday, April 16 - Tuesday, April 18, 9 a.m. - 6 p.m.

Inside HQ:

NAB Member Lounge - Connect with fellow NAB members, host impromptu meetings, relax and enjoy complimentary refreshments.

NAB Sip-and-Speak Series - Grab a beverage and join us daily for a series of quick, intimate Q-and-A discussions with today's most influential leaders in broadcasting.

Discussion Den - Join your colleagues for a series of deep-dive discussions and workshops on industry hot topics.

Resource Row - Meet with NAB's Affinity Program Partners to learn more about their services and cost-saving offerings for NAB members.

Happy Hour Events - Enjoy complimentary cocktails and entertainment while networking with your TV and radio peers.

Radio Happy Hour | Powered by Futuri - Monday, April 17 | 3:30 - 5:30 p.m.

TV Happy Hour | Presented by Comscore - Tuesday, April 18 | 3:30 - 5:30 p.m.



Broadcasters on the Main Stage

Join us at the Main Stage in North Hall to celebrate the achievements of fellow broadcasters.

NAB Show Welcome - Monday, April 17 | 9 - 10:30 a.m.

Includes remarks from NAB leadership, a Fireside Chat with NAB President and CEO Curtis LeGeyt, the presentation of the Distinguished Service Award and more.

NAB Broadcasting Hall of Fame - Monday, April 17 | 1 - 2 p.m.

The official ceremony for the 2023 NAB Television and Radio Hall of Fame inductees and NAB Digital Leadership Award recipient.

We Are Broadcasters Awards - Tuesday, April 18 | 10 - 11 a.m.

Includes the presentation of the NAB Crystal Radio Awards, NAB Crystal Heritage Award, Engineering Achievement Award for Radio and Television and more.

Diversity, Equity and Inclusion (DEI) Programs

Educational programs and community-building events designed to inform, uplift and empower underserved communities.

NAB Diversity Symposium - Sunday, April 16 and Monday, April 17 1:30 - 3:30 p.m.

Designed to help broadcast organizations develop corporate DEI strategies and embrace diversity in media and the workplace.

More programming to be announced!



Television Sessions Schedule-at-a-Glance

Sunday, April 16

9 - 11 a.m. | LOCATION TBD

Focus on Leadership

10 - 11 a.m. | W210-212

Broadcasting in the 21st Century: Digital Evolution for U.S. Local Media

11 - 11:45 a.m. | TV and Radio HQ (W232 Discussion Den)

Client Retention Best Practices Roundtable

1-1:30 p.m. | TV and Radio HQ (W232 Sip and Speak)

Redefining the TV Sales 1:1

1:30 - 3:30 p.m. | W208-209

NAB Diversity Symposium

1:30 - 2:30 p.m. | W210-212

Radio and Television Sales Compensation: What You NEED to Know

2 - 2:45 p.m. | TV and Radio HQ (W232 Discussion Den)

Small/Medium Market TV GSM/LSM Roundtable

3 - 4 p.m. | W210-212

Using Data to Thrive in TV Sales

Monday, April 17

9 - 10:30 a.m. | Main Stage

NAB Show Welcome

10 - 11 a.m. | W213-215

Monetizing Content Through FAST

10 - 11 a.m. | N255-257

Making the Move from Independent to Network Podcaster

10:30 - 11:15 a.m. | TV and Radio HQ (W232 Sip and Speak)

Music Licensing - Broadcast Radio and TV

11:30 a.m. - Noon | TV and Radio HQ (W232 Sip and Speak)

How to Use Testimonials to Sell for Your Radio and TV Stations

11:30 a.m. - 12:15 p.m. | TV and Radio HQ (W232 Discussion Den)

AI Solutions for Broadcasters Roundtable

11:30 a.m. - 12:30 p.m. | W213-215

Measuring Up NEXTGEN TV

11:30 a.m. - 12:30 p.m. | N255-257

Podcasting in 2023: Where are We, and Where are We Going?

1 - 2 p.m. | Main Stage

NAB Broadcasting Hall of Fame

1:30 - 3:30 p.m. | W208-209

NAB Diversity Symposium

3 - 3:45 p.m. | TV and Radio HQ (W232 Discussion Den)

Small/Medium Market TV Digital Sales Roundtable

3 - 4 p.m. | W210-212

Ask the FCC

Tuesday, April 18

9 - 9:30 a.m. | TV and Radio HQ (W232 Sip and Speak)

Community Building Strategies for Broadcasters

10 - 10:30 a.m. | TV and Radio HQ (W232 Sip and Speak)

The Red Light Turns Off, Your Community Does Not

10 - 1:45 a.m. (TV and Radio HQ (W232 Discussion Den)

Small/Medium Market NTR Roundtable

10 - 11 a.m. | Main Stage

We Are Broadcasters Awards

10 - 11 a.m. | W210-212

C-Suite Insights: Monetizing NEXTGEN Broadcast

10 - 11 a.m. | W213-215

2023 Streaming and Beyond

11 - 11:30 a.m. | TV and Radio HQ (W232 Sip and Speak)

Crafting Custom Video Presentations that Close Sales

11 - 11:45 a.m. | TV and Radio HQ (W232 Discussion Den)

Broadcaster Local Podcasting FAQ Answered Roundtable

Television Sessions Schedule-at-a-Glance

Tuesday, April 18 (Continued)

11:30 a.m. - 12:30 p.m. | W210-212

Forecasting NEXTGEN TV Regulations

1 - 1:30 p.m. | TV and Radio HQ (W232 Sip and Speak)

Best Practices for Building and Growing a Digital-Only Product

1 - 1:45 p.m. | TV and Radio HQ (W232 Discussion Den)

FCC Enforcement: Should You Be Worried? Roundtable

1:30 - 2:30 p.m. | W213-215

It's NOT Just Business: How Podcasting Can Continue to Grow

2 - 2:30 p.m. | TV and Radio HQ (W232 Sip and Speak)

Growing Revenue from the Medical Category

2 - 2:45 p.m. | TV and Radio HQ (W232 Discussion Den)

Audience Engagement Strategies Roundtable

3 - 3:45 p.m. | TV and Radio HQ (W232 Discussion Den)

Innovative Solutions to Expanding Limited Studio Space Roundtable

3 - 4 p.m. | W210-212

ATSC 3.0 Data Delivery to Automobiles: Momentum, Connecting the Dots, Commercial Roadmap

4:20 - 5 p.m. | Capitalize Inspiration Stage

My 23-Year-Old Self: True Stories from The Come-Up (LIVE Podcast Recording)

Radio Sessions Schedule-at-a-Glance

Saturday, April 15

2 - 6 p.m. | W213-215

Small and Medium Market Radio Forum | Powered by Marketron

Sunday, April 16

9 - 11 a.m. | LOCATION TBD

Focus on Leadership

9 - 9:45 a.m. | TV and Radio HQ (W232 Discussion Den)
Small/Medium Market HR Solutions Roundtable

10 - 10:45 a.m. | TV and Radio HQ (W232 Discussion Den)

Small/Medium Market Advertising Relations Roundtable

10 - 11 a.m. | W210-212

Broadcasting in the 21st Century: Digital Evolution for U.S. Local Media

10 - 11 a.m. | W213-215

Driving Revenue and Insights with Connected Car Listening Data

11 - 11:30 a.m. | TV and Radio HQ (W232 Sip and Speak)

Developing Win-Win Corporate Partnerships

11:30 a.m. - 12:30 p.m. | W213-215

Video Streaming High School Sports: 1) Crawl 2) Walk 3) Run

1 - 1:45 p.m. | TV and Radio HQ (W232 Discussion Den)
Video Streaming High School Sports: Equipment and Personnel Roundtable

1:30 - 3:30 p.m. | W208-209

NAB Diversity Symposium

1:30 - 2:30 p.m. | W210-212

Radio and Television Sales Compensation: What You NEED to Know

1:30 - 2:30 p.m. | W213-215

Radio Works - Positioning Radio in 2023

2 - 2:30 p.m. | TV and Radio HQ (W232 Sip and Speak)

Video Streaming High School Sports: Revenue Generation - One + One = Three

2:40 - 3:20 p.m. | Capitalize Inspiration Stage

Maximizing Radio Revenues - Monetizing Everything You Create

3 - 4 p.m. | W213-215

Small Market Radio Engage

3 - 3:45 p.m. | W213-215

Math and Magic: Stories from the Frontiers of Marketing with Bob Pittman (Live Podcast Recording)

4:20 - 5 p.m. | Intelligent Content Inspiration/Innovation Stage

Digital: What Now, What Next?

Monday, April 17

9 - 10:30 a.m. | Main Stage

NAB Show Welcome

10 - 11 a.m. | N255-257

Making the Move from Independent to Network Podcaster

10:30 - 11:15 a.m. | TV and Radio HQ (W232 Sip and Speak)

Music Licensing - Broadcast Radio and TV

10:30 - 11:20 a.m. | Capitalize Inspiration Stage

How My Song Appears and Sounds on the Radio

11:30 a.m. - Noon | TV and Radio HQ (W232 Sip and Speak)

How to Use Testimonials to Sell for Your Radio and TV Stations

11:30 a.m. - 12:15 p.m. | TV and Radio HQ (W232 Discussion Den)

AI Solutions for Broadcasters Roundtable

11:30 a.m. - 12:30 p.m. | N255-257

Podcasting in 2023: Where are We, and Where are We Going?

1 - 2 p.m. | Main Stage

NAB Broadcasting Hall of Fame

1:30 - 2:30 p.m. | W210-212

Up Close with Nielsen Audio's New Leadership

Radio Sessions Schedule-at-a-Glance

Monday, April 17 (Continued)

1:30 - 3:30 p.m. | W208-209
NAB Diversity Symposium

3 - 3:30 p.m. | TV and Radio HQ (W232 Sip and Speak)
The Next Generation of Radio Superstars

3 - 4 p.m. | W210-212
Ask the FCC

3 - 4 p.m. | W213-215
NAB Crystals Finalist Workshop

Audience Engagement Strategies Roundtable

3 - 3:45 p.m. | TV and Radio HQ (W232 Discussion Den)
Innovative Solutions to Expanding Limited Studio Space Roundtable

3 - 4 p.m. | W213-215
Maximizing Multiplatform Monetization at Radio Companies

4:20 - 5 p.m. | Capitalize Inspiration Stage
My 23-Year-Old Self: True Stories from The Come-Up (LIVE Podcast Recording)

Tuesday, April 18

9 - 9:30 a.m. | TV and Radio HQ (W232 Sip and Speak)
Community Building Strategies for Broadcasters

9 - 9:45 a.m. | TV and Radio HQ (W232 Discussion Den)
Sales Promotions that Drive Results Roundtable

10 - 10:30 a.m. | TV and Radio HQ (W232 Sip and Speak)
The Red Light Turns Off, Your Community Does Not

10 - 11 a.m. | Main Stage
We Are Broadcasters Awards

10:30 - 11:10 a.m. | I.C. Inspiration/Innovation Stage
Cracking the Radio Code with Connected Cars

1 - 1:30 p.m. | TV and Radio HQ (W232 Sip and Speak)
Best Practices for Building and Growing a Digital-Only Product

1 - 1:45 p.m. | TV and Radio HQ (W232 Discussion Den)
FCC Enforcement: Should You Be Worried? Roundtable

1:30 - 2:30 p.m. | W213-215
It's NOT Just Business: How Podcasting Can Continue to Grow

2 - 2:45 p.m. | TV and Radio HQ (W232 Discussion Den)

Saturday, April 15

2-6 p.m. | W213-215



Small and Medium Market Radio Forum | Powered by Marketron

Radio's signature NAB Show kickoff event returns! Join your small and medium market radio colleagues for an afternoon of business insights, topic briefings, fast-paced presentations, interactive roundtables and a closing reception.

Seating is limited and advance RSVP is strongly encouraged. [RSVP here](#). For questions, please contact the NAB Member Concierge at (202) 775-2555 or email membership@nab.org.

Sunday, April 16

9-9:45 a.m. | TV and Radio HQ (W232 Discussion Den)



Small/Medium Market HR Solutions Roundtable

Drill down on one of two topics and share ideas with your colleagues, all in a curated conversation space with a discussion facilitator. This roundtable segment focuses on human resource solutions and will feature topic talks on:

- Crafting Modern Job Descriptions at Radio Companies
- Building Competitive On-Air Compensation Models

FACILITATOR: Tomas Martinez, owner and CEO, Solmart Media

PRESENTER: Scott Siler, chief operating officer, East Arkansas Broadcasters

10-10:45 a.m. | TV and Radio HQ (W232 Discussion Den)



Small/Medium Market Advertising Relations Roundtable

Drill down on one of two topics and share ideas with your colleagues, all in a curated conversation space with a discussion facilitator. This roundtable segment focuses on advertiser relations and will feature topic talks on:

- Prospecting New Local Advertisers
- Increasing Revenue from National Ad Buys

FACILITATOR: Greg Tacher, executive vice president, GMP Radio Reps, Gen Media Partners; Rhonda Lapham, market president, iHeartMedia

10-11 a.m. | W210-212



Broadcasting in the 21st Century: Digital Evolution for U.S. Local Media

Opportunities for broadcasters to boost revenue and relevance in the new digital world include NEXTGENTV, digital multicast networks, live station streaming and podcasting. One major advantage that broadcasters hold against their digital rivals is the ability to serve and build trust with communities, including through local news. Over-the-air (OTA) households have been growing over the past few years as budget-tightening consumers cancel pay-TV subscriptions and opt for OTA access to essential local news.

Broadcasters' investments in digital multicast networks are starting to pay off as those new channels can be easily broadcast across TV groups' station OTA portfolios, OTT and Free Ad Support Television (FAST)

streaming services, maximizing opportunities to reach a growing number of cord cutters. Over the next five years, the TV station industry is expected to become more affected by the ebbs and flows of political ad spending, with retrans growth slowing to low single digits as consumers' preferences shift to streaming platforms.

Competition for ad spend in 2023 will be intense and impact traditional TV and radio markets in the U.S. The core local ad spot market is expected to outperform core national spot ad sales with a continuing shift to digital for national ad budgets. Many advertisers will prioritize the audience reach and targeting capabilities that streaming ads offer, especially for younger viewers tuning out traditional TV and radio fare. If a recession crimps overall ad spend, streaming could steal share from traditional ad formats. Aside from the added competition from ad-supported streamers, U.S. broadcasters will see fewer advertising dollars in 2023 without U.S. political elections, Olympic Games or a Men's World Cup.

OPENING REMARKS: **Bo Bandy**, general manager, Digital, and senior vice president, Marketing, Marketron

MODERATOR: **Justin Nielson**, principal analyst, Kagan

PANELIST: **Stephanie Slagle**, vice president, Chief Innovation Officer, Graham Media Group

10-11 a.m. | W213-215

Driving Revenue and Insights with Connected Car Listening Data



Discover how new in-vehicle listening data via Xperi's DTS AutoStage can revolutionize how you position your station to advertisers. See what data is available free to stations, learn how to leverage its power and hear directly from an advertiser and an agency on how this changes how they view radio in the media mix.

HOST: **Ginny Morris**, chair and CEO, Hubbard Broadcasting

MODERATOR: **Fred Jacobs**, president, Jacobs Media

PANELISTS: **Joe D'Angelo**, senior vice president, Broadcast Radio and Digital Audio, Xperi; **Pierre Bouvard**, chief insights officer, Westwood One/Cumulus

11-11:30 a.m. | TV and Radio HQ (W232 Sip/Speak)

Developing Win-Win Corporate Partnerships



BIN: Black Information Network's business model is unique in radio, developing corporate partnerships that truly invest these companies in the success and operational latitude of the network. You'll learn how these relationships are structured and be able to ask questions to discover what aspects of these partnerships can be applied at your company.

PRESENTER: **Tony Coles**, president, BIN: Black Information Network

11-11:45 a.m. | TV and Radio HQ (W232 Discussion Den)

Client Retention Best Practices Roundtable



Drill down on one of two topics and share ideas with your colleagues, all in a curated conversation space with a discussion facilitator. This roundtable segment focuses on best practices for retaining valued clients at television stations and will feature topic talks on:

- Delivering Exceptional Customer Service
- Building Loyalty Among Clients

FACILITATORS: **Jason Hagiwara**, president and general manager, Allen Media Broadcasting; **Michael Spiesman**, vice president, Sales and Marketing, Heartland Media, LLC

11:30 a.m.-12:30 p.m. | W213-215



Video Streaming High School Sports: 1) Crawl 2) Walk 3) Run

Video streaming high school sports is now a preferred way for audiences to watch and listen to their hometown heroes. The media landscape has changed dramatically over the past few years and now broadcasters need to add the video component to their radio play-by-play. This session will explain: 1) Why it is imperative to add the video component; 2) What equipment and personnel are necessary (less than you would think!); and 3) How to monetize this new product. Learn from radio stations that have many years of experience in making high school sports more compelling and very profitable. They will also discuss issues such as school relationships, coverage of Olympic sports games and the integration of fixed cameras in gymnasiums and ball fields.

PRESENTERS: **Vance Harrison**, president, Oklahoma Association of Broadcasters; **Perry Spencer**, director of Operations, KREF Sports Network; **Will Payne**, president, Payne Media Group



1-1:30 p.m. | TV and Radio HQ (W232 Sip/Speak)

Redefining the TV Sales 1:1

Are you making the most of your 1:1 time with your sellers? Do both parties feel activated afterwards? Do conversations build on each other, or is it the same song on repeat? Hear proven methods that make these meetings launchpads for success.

PRESENTER: **Matthew Burgoyne**, co-founder, defender of Simplicity, Rumble



1-1:45 p.m. | TV and Radio HQ (W232 Discussion Den)

Video Streaming High School Sports: Equipment and Personnel Roundtable

In a follow up to the Video Streaming High School Sports conference panel, dive deeper into the specific questions you have on equipment and personnel to produce a first-rate video stream. Learn the must-haves and the skill level necessary to efficiently and inexpensively produce your streams.

FACILITATOR: **Vance Harrison**, president, Oklahoma Association of Broadcasters; **Perry Spencer**, director of Operations, KREF Sports Network

1:30-2:30 p.m. | W210-212



Radio and Television Sales Compensation: What You NEED to Know

Go inside Media Staffing Network's 2023 Sales Compensation Study with a detailed discussion of the results. Hear feedback from media sellers and managers on the current state of sales compensation, team dynamics and other post-COVID insights.

PRESENTERS: **Cori Hirsh**, senior business development manager, Media Staffing Network; **Patty Kincaid**, vice president and general manager, Media Staffing Network

1:30-2:30 p.m. | W213-215



Radio Works – Positioning Radio in 2023

Join RAB and a panel of broadcasters to see and hear how they position radio to advertisers and listeners.

MODERATOR: **Erica Farber**, president and CEO, RAB

PANELISTS: **Pierre Bouvard**, chief insights officer, Westwood One/Cumulus Media; **Jenna Miller**, general/integrated sales manager, Cox Media Group Tampa; **Carla Leible**, general manager, Zimmer Radio and Marketing Group

2-2:30 p.m. | TV and Radio HQ (W232 Sip/Speak)



Video Streaming High School Sports: Revenue Generation – One + One = Three

Your ability to monetize video streaming of high school sports will make this investment worth your while. See how broadcasters find new clients and drive revenue once the content service is deployed.

PRESENTERS: **Vance Harrison**, president, Oklahoma Association of Broadcasters; **Perry Spencer**, director of Operations, KREF Sports Network; **Will Payne**, president, Payne Media Group

2-2:45 p.m. | TV and Radio HQ (W232 Discussion Den)



Small/Medium Market TV GSM/LSM Roundtable

Drill down on one of two topics and share ideas with your colleagues, all in a curated conversation space with a discussion facilitator. This roundtable segment focuses on hot button issues for general sales managers and local sales managers at television stations and will feature topic talks on:

- Maximizing a CRM Tool
- Motivating Underachievers

FACILITATORS: **Matthew Burgoyne**, co-founder, defender of Simplicity, Rumble; **Katie Elliott**, local sales manager, Morgan Murphy Media

2:40-3:20 p.m. | Capitalize Inspiration Stage



Maximizing Radio Revenues – Monetizing Everything You Create

Radio stations create content every day, and much of that content can be repurposed, repackaged and resold to clients and even to listeners. Join us as we discuss how to identify content you can repurpose to generate new revenue and easy-to-create high-value, low-cost complimentary products with a limited staff.

MODERATOR: **Tony Garcia**, co-founder, Now! Media

PANELISTS: **Sheri Lynch**, co-founder, Now! Media, co-host, “Bob & Sheri;” **Christopher E. Fleming**, president, CD Media Consulting

3-3:45 p.m. | W213-215



Math and Magic: Stories from the Frontiers of Marketing with Bob Pittman (Live Podcast Recording)

How do the smartest marketers cut through the noise time after time? Join iHeartMedia Chairman and CEO Bob Pittman as he analyzes the math and magic of audio and marketing and visits NAB Show for a live podcast conversation with iconic award-winning radio personality and influencer Angela Yee, host of Premiere Networks’ nationally syndicated “Way Up with Angela Yee” broadcast radio show, creator of “Angela Yee’s Lip Service” podcast and former co-host of “The Breakfast Club.”

HOST: **Bob Pittman**, chairman and CEO, iHeartMedia

GUEST: **Angela Yee**, syndicated personality, Premiere Networks

3-4 p.m. | W210-212



Using Data to Thrive in TV Sales

Although the competitive landscape for local TV is tougher than it's ever been, there are more data possibilities than ever before. Decisions or actions previously based on gut instinct, from securing appointments to negotiation to allocation of promotional dollars and more, can now be informed by a variety of data sources. This session, moderated by Futuri CEO Daniel Anstandig, will include the best and brightest from local TV management, buyers and agencies to discuss what data moves the mark, what's just noise and how to make data your best friend in the new, data-informed world of TV sales efforts.

OPENING REMARKS: Renee Ingenito, vice president, Enterprise Sales, Marketron

MODERATOR: Daniel Anstandig, CEO and founder, Futuri Media

3-4 p.m. | W213-215



Small and Medium Market Radio Engage

Radio small and medium market leaders share case studies and profitable revenue-generating ideas and strategies.

OPENING REMARKS: Todd Kalman, senior vice president, Sales, Marketron

MODERATOR: Erica Farber, president and CEO, RAB

PANELISTS: Mike Hulvey, CEO, Neuhoff Media; Geniece Granville, vice president, Davis Broadcasting Inc.; Kelli Frieler, executive director of Digital, Leighton Broadcasting/Leighton Engage

4:20-5 p.m. | Intelligent Content Inspiration/Innovation Stage



Digital: What Now, What Next?

The world of marketing and advertising is changing faster than you can read this. In this fast-paced session, learn what's new, how to embrace disruption and new ideas and see how radio's reach and powerful storytelling combined with digital marketing can help your advertising clients build a successful, immersive local marketing strategy. We will provide managers and sellers with immediate, actionable information as they transform from radio sellers to multi-platform, multi-channel marketing experts on whom clients and prospects depend.

PRESENTER: Dave Casper, senior vice president, Digital Services, RAB

9-10:30 a.m. | Main Stage



State of the Industry

Includes remarks from NAB leadership, a Fireside Chat with NAB President and CEO Curtis LeGeyt, the presentation of the Distinguished Service Award and more.

10-11 a.m. | W213-215



Monetizing Content through FAST

The two trends which have had the biggest impact on the proliferation of Free Ad-Supported Streaming TV (FAST) in 2022 were the increase in CTVs penetration (now well over 80% in most of the world) and the shift of both providers and consumers towards ad-based services. In 2023, with the economy front and center in the mind of consumers and providers, we expect this trend to continue and content creators to benefit from the unique monetization and customer experience capabilities that FAST delivers. During this session, industry experts will discuss how FAST has evolved over the past two years and what trends will be impacting the continued proliferation of FAST, including how traditional broadcast, news and sports are utilizing FAST to increase reach, develop incremental revenue streams and create better user experiences.

10-11 a.m. | N255-257



Making the Move from Independent to Network Podcaster

Starting a podcast in 2023 is easy. But producing a podcast that can be successful, sustainable and appealing to both listeners and networks is not. Join leaders of the podcast industry, along with podcasters whose shows have successfully made the jump from independent to networks.

10:30-11:15 a.m. | TV and Radio HQ (W231-232 Sip/Speak)



Music Licensing – Broadcast Radio and TV

Janet McHugh of TVMLC and Bill Velez of RMLC will go over the latest in music licensing on broadcast radio and TV.

PRESENTERS: **Jacob Ebin**, counsel, Mayer I Brown; **Janet E. McHugh**, president and CEO, Television Music License Committee; **Bill Velez**, executive director, Radio Music License Committee

10:30-11:20 a.m. | Capitalize Inspiration Stage



How My Song Appears and Sounds on the Radio

Xperi's HD Radio and DTS AutoStage are creating new opportunities for artists to foster deeper connections with in-vehicle radio listeners. Join songwriter Marshall Altman, Beasley Media Group Chief Content Officer Justin Chase and Xperi's Senior Vice President, Broadcast Radio and Digital Audio, Joe D'Angelo for an exclusive look at how Xperi's cutting-edge connect car technologies are bridging the gap between artists and radio listeners in modern, consumer-first ways.

MODERATOR: **Joe D'Angelo**, senior vice president, Broadcast Radio and Digital Audio, Xperi

PANELISTS: **Marshall Altman**, producer, songwriter, Nettwerk Music Group; **Justin Chase**, chief content officer, Beasley Media Group

11:30 a.m.-noon | TV and Radio HQ (W231-232 Sip/Speak)



How to Use Testimonials to Sell for Your Radio and TV Stations

Your best sales reps? They're your team members, listeners, clients and your clients' customers. They will say things about you no copywriter could create. Learn how to capture and multipurpose testimonial stories in new ways.

PRESENTER: Jeffrey Hedquist, president and creative director, Hedquist Productions

11:30 a.m.-12:15 p.m. | TV and Radio HQ (W231-232 Disc. Den)

AI Solutions for Broadcasters Roundtable



Drill down on one of two topics and share ideas with your colleagues, all in a curated conversation space with a discussion facilitator. This roundtable segment focuses on best practices for AI solutions at television and radio stations and will feature topic talks on:

- AI Solutions for Newsrooms
- AI Solutions for Music Brands and Social Media

FACILITATORS: Tim Wolff, vice president, TV and Digital Publishing Innovation, Futuri Media; Zena Burns, senior vice president, Content and Special Projects, Futuri Media

11:30 a.m.-12:30 p.m. | W213-215



Measuring Up NEXTGEN TV

ATSC 3.0, the new broadcast television standard also known as NEXTGEN TV, is available in over 60 markets and is projected to reach 75% of U.S. households by the end of 2023. NEXTGEN TV not only includes enhanced picture and sound quality for consumers, but also heralds new targeting and advertising possibilities for the broadcasting industry. This panel conversation will feature executives at the forefront of this new marketplace who will explain the measurement capabilities available within the new broadcast standard and how it will complement traditional audience currencies.

MODERATOR: Anne Schelle, managing director, Pearl TV

PANELISTS: Ed Busby, chief strategy officer, TEGNA; Jessica Daigle, vice president, Sales Intelligence, TEGNA; Josh Chasin, chief measurability officer, VideoAmp; Michael Collette, founder and CEO, MediaTech Strategies IV; Jason Patton, senior vice president, Sales and Marketing, Verance

11:30 a.m.-12:30 p.m. | N255-257



Podcasting in 2023: Where are We, and Where are We Going?

Join veteran radio futurologist and editor of Podnews podcast newsletter James Cridland as he presents the latest data and trends he is seeing in the podcasting industry. He'll then be joined on stage by veteran radio and broadcast consultant Valerie Geller as they discuss Cridland's findings and the state of the podcast industry.

PRESENTER: James Cridland, radio futurologist, editor, PodNews

GUEST: Valerie Geller, president, Geller Media International

1-2 p.m. | Main Stage



NAB Broadcasting Hall of Fame

The official ceremony for the 2023 NAB Television and Radio Hall of Fame inductees and NAB Digital Leadership Award recipient.

1:30-2:30 p.m. | W210-212



Up Close with Nielsen Audio's New Leadership

The past year at Nielsen has been eventful. New ownership has taken the once public company private, and a subsequent reorganization has seen local TV and radio operations consolidated into one group. Join us for this fireside chat with Nielsen Audio's new leadership as they discuss the current state of radio audience measurement and their roadmap for future measurement innovation.

MODERATOR: **Buzz Knight**, chief executive officer, Buzz Knight Media

PANELISTS: **Catherine Herkovic**, executive vice president and managing director, Local TV/Audio, Nielsen; **Bruce Hoynoski**, measurement science business leader, Global Audience Measurement, Nielsen; **Christine Pierce**, senior vice president, U.S. Media Operations, Nielsen; **Jennifer Carton**, senior vice president, Product Management, Nielsen

3-3:30 p.m. | TV and Radio HQ (W232 Sip/Speak)



The Next Generation of Radio Superstars

Best practices to help you search, recruit and identify new talent positioning radio sales and marketing as an exciting and viable career path.

MODERATOR: **Erica Farber**, president and CEO, RAB

PANELIST: **Julie Koehn**, president, Lenawee Broadcasting Company

3-3:45 p.m. | TV and Radio HQ (W232 Discussion Den)



Small/Medium Market TV Digital Sales Roundtable

Drill down on one of two topics and share ideas with your colleagues, all in a curated conversation space with a discussion facilitator. This roundtable segment focuses on digital sales at television stations and will feature topic talks on:

- Digital Business Development
- Training Your Staff to Sell Digital Assets Consistently

FACILITATORS: **Shane Pittser**, director, Digital Sales, Phase 3 Digital Agency – Inside; **Paul Fritz**, director, Digital Channel Development, Phase 3 Digital Agency – Inside

3-4 p.m. | W210-212



Ask the FCC

Please join NAB for this annual discussion with senior staff from the FCC's Media Bureau about the major broadcast policy issues currently before the FCC. The hot topics of the day include NEXTGEN TV, media ownership, foreign sponsorship ID, political advertising, regulatory fees, equal employment opportunity, radio issues including NAB's pending request for higher powered HD Radio, EAS and certain spectrum issues like the ongoing 2 GHz and 13 GHz proceedings. Bureau staff will also be standing by to answer your questions about anything else that's important to your station.

3-4 p.m. | W213-215



NAB Crystals Finalist Workshop

The NAB Crystal Radio Awards Finalists Workshop is designed to provide a comprehensive and interactive learning experience for the finalists of the prestigious Crystal Radio Awards. The workshop will be led by experienced industry professionals who will provide valuable insights and practical advice on how to create impactful radio content and take your station to the next level. The topics covered will include marketing and branding strategies and the latest ideas in radio community service. The workshop will also provide opportunities for networking and collaboration with fellow finalists, as well as a Q-and-A session with expert industry professionals. Don't miss this unique opportunity to learn from the best and take your radio station to the next level.

9-9:30 a.m. | TV and Radio HQ (W232 Sip/Speak)



Community Building Strategies for Broadcasters

Now that anyone with a smartphone can create content, it's harder than ever for broadcasters to cut through all the noise. But new technologies have given rise to a new strategy: community marketing. Activating niche communities within your audience represents the future for media brands. Learn about this new approach and an actionable plan for implementing a community marketing strategy at your stations.

PRESENTER: Seth Resler, digital dot connector, Jacobs Media

9-9:45 a.m. | TV and Radio HQ (W232 Discussion Den)



Sales Promotions that Drive Results Roundtable

Drill down on one of two topics and share ideas with your colleagues, all in a curated conversation space with a discussion facilitator. This roundtable segment focuses on sales promotions and will feature topic talks on:

- Creating Win-Win Promotions
- Audience or Brand - What is Your Priority?

HOST: Leah Kamon, senior vice president, Marketing and Communications, RAB

FACILITATORS: Tim Bronsil, CEO, Point-To-Point Marketing; Mary Delgrande, CEO, vCreative

10-10:30 a.m. | TV and Radio HQ (W232 Sip/Speak)



The Red Light Turns Off, Your Community Does Not

Whether your shows have scheduled start and end times or they're all available on demand, what do your listeners do when the episode is over? If the answer isn't that they engage with your community until the next episode is on, you're doing it wrong.

PRESENTER: Jared Easley, co-founder and co-organizer, Podcast Movement

10-10:45 a.m. | TV and Radio HQ (W232 Disc. Den)



Small/Medium Market NTR Roundtable

Drill down on one of two topics and share ideas with your colleagues, all in a curated conversation space with a discussion facilitator. This roundtable segment focuses on non-traditional revenue at television stations and will feature topic talks on:

- Maximizing Event Revenue
- Crafting and Selling Unique Programming

FACILITATORS: Julie Milam, general manager, Marquee Broadcasting; Mike Oates, vice president, general manager, Gray Television, Augusta, Ga.

10-11 a.m. | Main Stage



We Are Broadcasters Awards

Includes the presentation of the NAB Crystal Radio Awards NAB Crystal Heritage Award, Engineering Achievement Award for Radio and Television, and more.

10-11 a.m. | W210-212



C-Suite Insights: Monetizing NextGen Broadcast

The rising number of ATSC 3.0 test cases in automotive, datacasting and 5G integration are challenging broadcasters to understand where they should invest and when to expect those investments to pay off.

Spectrum value creation with NextGen Broadcast technologies is the critical pillar on which the broadcast industry will evolve. While linear video program distribution will continue to be important, the new opportunities afforded by ATSC 3.0's datacasting potential promise the way forward for the broadcast industry.

Multiple moving pieces need to align for this reorientation: station deployment, receiver development, regulatory sunset of limitations on access to the full spectrum and building a platform infrastructure that includes today's web and tomorrow's cloud enabled assets.

This panel brings together key CEO voices from several of the largest station groups to discuss the current and future state of play. They will share outlines of the economic opportunity for moving the industry toward reimagining broadcast channel use in today's converged platform environment.

MODERATOR: Michael Depp, editor and co-publisher, TVNewsCheck

PANELISTS: Pat LaPlatney, president and co-CEO, Gray Television; Chris Ripley, president and CEO, Sinclair Broadcast Group; Adam Symson, president and CEO, The E.W. Scripps Company

10-11 a.m. | W213-215



2023 Streaming and Beyond

Video streaming continues to be an ever-evolving, vibrant space. In this session produced by Women in Streaming Media, top female streaming executives will delve into the scalability of internet streaming, the evolving role of cloud in streaming, its opportunities and challenges and the ethical issues of online advertisements.

MODERATOR: Barbara H. Lange, principal and CEO, Kibo121

PANELISTS: Alicia Pritchett, strategic account executive, Fastly; Megan Wagoner, regional vice president, Media and Entertainment, Bitmovin

10:30-11:10 a.m. I.C. Inspiration/Innovation Stage



Cracking the Radio Code with Connected Cars

Harvesting in-car data for audience ratings has long been a dream of the radio industry. But in-car data capabilities go far beyond traditional ratings measurement, allowing radio stations to build better listener personas while also providing enhanced insights on consumer behavior and campaign performance. Join us to learn key findings for the radio industry from recent testing of in-car data and what it means for executives throughout the media industry.

MODERATOR: Buzz Knight, chief executive officer, Buzz Knight Media

PANELISTS: Jon Accarrino, vice president, Transformation and Strategic Initiatives, Capitol Broadcasting; Venugopal Koganti, senior vice president, Sales (Advertising and Media), Wejo

11-11:30 a.m. | TV and Radio HQ (W232 Sip/Speak)



Crafting Custom Video Presentations that Close Sales

Learn how to create custom video presentations for your local direct television clients that deliver results. Hear what is essential, what resonates and what can be left on the cutting room floor.

PRESENTER: Brian Wexler, senior vice president, Business Development, TVB

11-11:45 a.m. | TV and Radio HQ (W232 Discussion Den)



Broadcaster Local Podcasting FAQ Answered Roundtable

Drill down on one of two topics and share ideas with your colleagues, all in a curated conversation space with a discussion facilitator. This roundtable segment focuses on how to bolster your local podcasting strategy and will feature topic talks on:

- Monetizing Locally Produced Podcasts
- Production, Hosting, Marketing and More

FACILITATORS: Seth Resler, digital dot connector, Jacobs Media; Rob Greenlee, senior vice president, Content and Partnerships, Podbean

11:30 a.m.-12:30 p.m. | W210-212



Forecasting NEXTGEN TV Regulations

The ATSC 3.0 transition is at a critical point in Washington and around the country. More than half of television households have access to NEXTGEN TV signals and new markets are coming online each month. Meanwhile, the FCC is reviewing the rules for stations transitioning, which will determine how the industry can reach a fully NEXTGEN future. This panel will dive into the regulatory landscape and challenges coming in this next phase of the ATSC 3.0 transition.

1-1:30 p.m. | TV and Radio HQ (W232 Sip and Speak)



Best Practices for Building and Growing a Digital-Only Product

Broadcasters don't just offer on-air content. Sometimes building an entire new digital-only product is the best way to serve the community and increase revenue. Hear from the leadership at Barrett Sports Media/Barrett News Media as they walk you through building a digital business, keys to growth, important pivots to make and the challenges you need to be ready to face and turn into opportunities.

PRESENTERS: Jason Barrett, president, Barrett Sports Media/Barrett News Media; Stephanie Eads, director, Strategic Partnerships, Barrett Sports Media/Barrett News Media

1-1:45 p.m. | TV and Radio HQ (W232 Discussion Den)



FCC Enforcement: Should You Be Worried? Roundtable

Drill down on one of two topics and share ideas with your colleagues, all in a curated conversation space with a discussion facilitator. This roundtable segment focuses on the FCC's enforcement process, which can be a mystery. What are the bureau's priorities? Is pirate radio near the top of the list? How does the FCC communicate and work with broadcasters? How is the bureau handling investigations with a reduced presence in the field? A representative of the FCC's Enforcement Bureau and other experts in this area will be on hand.

1:30-2:30 p.m. | W213-215



It's NOT Just Business: How Podcasting Can Continue to Grow

This panel will bring together podcast industry veterans along with several podcast network executives to discuss the current state of the podcast business, how it will fare in 2023 and how it can continue its upward trajectory in the years ahead.

2-2:30 p.m. | TV and Radio HQ (W232 Sip/Speak)

Growing Revenue from the Medical Category

As an ad category, the medical field is vast and brimming with 2023 revenue potential. Get a snapshot of the category and learn how your local TV station can maximize client spend and help add to a healthy bottom line.

PRESENTER: Brian Wexler, senior vice president, Business Development, TVB



2-2:45 p.m. | TV and Radio HQ (W231 Discussion Den)

Audience Engagement Strategies Roundtable

Drill down on one of two topics and share ideas with your colleagues, all in a curated conversation space with a discussion facilitator. This roundtable segment focuses on audience engagement for radio stations and will feature topic talks on:

- Social Media Engagement that Builds Your Brand
- Growing Audience at Station Appearances

FACILITATORS: Amy Liz Pittenger, executive vice president, Bahakel Communications; Greg Davis, president and CEO, Davis Broadcasting



3-3:45 p.m. | TV and Radio HQ (W232 Discussion Den)

Innovative Solutions to Expanding Limited Studio Space Roundtable

This informal and informative roundtable focuses on television and radio stations and streaming platforms looking for inventive ways to achieve multi-functional studio spaces capable of creating more content in more ways. From live on air, to streaming video, snackable social media and long form video production, discuss with industry-leading experts how limited spaces can be transformed to meet today's expanding production needs. This is a can't-miss for smaller production space users.

FACILITATORS: Lonnie Juli, chief creative officer, Angry Badger Productions; Kathryn Mosher-Boule', executive vice president, Angry Badger Productions



3-4 p.m. | W210-212

Maximizing Multiplatform Monetization at Radio Companies

Today's most successful radio companies deliver more content beyond the over-the-air signal than ever before. See an all-star group of industry luminaries discuss how these new content verticals deliver audience and revenue. You'll hear best practices for multiplatform growth, discover the new types of content that are proving profitable, learn about the analytics driving decisions and discover what future-focused ideas are moving from concept to reality over the next few years.

MODERATOR: Erica Farber, president and CEO, RAB

PANELISTS: Tim Clarke, senior vice president, Digital Audio Content, Audacy; Steve Jones, president and CEO,



Skyview Networks; **Chad Lopez**, president, Red Apple Media/WABC Radio; **John Rosso**, president and CEO, Triton Digital

3-4 p.m. | W210-212



ATSC 3.0 Data Delivery to Automobiles: Momentum, Connecting the Dots, Commercial Roadmaps

One of the most promising business opportunities to move NextGen Broadcast (ATSC 3.0) Datacasting forward is becoming a wireless data pipe for the next generation of automobiles. In the past year there has been more advancement toward that goal than in the past 10 years. This panel brings together key voices from the broadcast and automotive worlds to discuss the current state of play. They will share outlines of the economic opportunity that exists for both industries, how recent collaborations are driving progress towards commercial service and why vehicle software updates, infotainment and enhanced GPS will be the accelerators of adoption.

MODERATOR: **George Ayres**, managing director, AutoMobility Advisors

PANELISTS: **Tony Rangel**, director, Automotive Business Development, Sinclair Broadcast Group; **Angie Yarusso**, specialist master, Media and Entertainment, Deloitte Business Consulting and Services; **Avneesh Prakash**, global head of Mobility and MOVE, Tata Communications; **Kerry Oslund**, vice president, Strategy and Business Development, The E. W. Scripps Company

4:20-5 p.m. | Capitalize Inspiration Stage



My 23-Year-Old Self: True Stories from The Come-Up (LIVE Podcast Recording)

Join NAB Executive Vice President, Industry Affairs, April Carty-Sipp as she talks with host Zena Burns for an episode of "My 23-Year-Old Self: True Stories from The Come-Up," which focuses on what female leaders in media, entertainment and technology would tell their younger selves when just starting out in their male-heavy industries.

HOST: **Zena Burns**, senior vice president, Content and Special Projects, Futuri Media

GUEST: **April Carty-Sipp**, executive vice president, Industry Affairs, National Association of Broadcasters