



2022 NAB Show Radio and Television Broadcasters' Schedule at a Glance

[Highlights](#) | [Sessions](#) | [Networking](#)

Courtesy of



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We Can't Wait to See You at the 2022 NAB Show!

The content you seek from the Radio Show and NAB Sales and Management Television Exchange has been integrated into the 2022 NAB Show, offering the most robust conference experience ever for broadcasters.

Kickstart your 2022 NAB Show experience with this comprehensive guide to customized radio and TV sessions, Main Stage events and keynote addresses. You'll also get a preview of the vast array of networking and professional development opportunities and the exciting lineup of thought leaders, trailblazers and media stars you'll meet at this year's show. Stay tuned for more updates – we're continually adding more content.



NAB Networking Lounge

Network with your peers and colleagues in the all-new NAB Networking Lounge, located in the Las Vegas Convention Center in North Hall. While you're in the lounge, enjoy specialized programming, including the new NAB Sip and Speak Series and social events designed to reconnect the broadcast community. Stop by the Networking Lounge any time to catch up with friends or meet new colleagues.

Lounge Hours:

Sunday - Tuesday: 9 a.m. - 6 p.m.



NAB Member Lounge

Take a break and experience even more NAB membership perks in our lounge located in N263C, in the Las Vegas Convention Center North Hall. In the NAB Member Lounge, you can:

- Skip the long lines and grab a free cup of coffee and snacks
- Relax in a quiet space and recharge your devices
- Connect with NAB staff and renew your membership
- Use business services, Wi-Fi and meeting space
- Learn more about your NAB member benefits, the NAB Broadcast Ambassador Program and more.

Lounge Hours:

Saturday: 2-5 p.m. | Sunday-Tuesday: 8 a.m. - 5 p.m.

Sip-and-Speak Series

Grab a beverage of your choice and join us daily for a series of quick, intimate Q-and-A discussions with today's most influential leaders in broadcasting. Located in the Sip-and-Speak Corner of the NAB Networking Lounge in North Hall.

Happy Hour Events

Radio Happy Hour | Monday, April 25, 3:30 - 5:30 p.m.

NAB Networking Lounge

Enjoy complimentary cocktails and entertainment while networking with radio peers.

TV Happy Hour | Tuesday, April 26, 3 - 5 p.m.

NAB Networking Lounge

Enjoy complimentary libations and entertainment while reuniting with your TV peers.



Daily Schedule at a Glance for Radio and Television Broadcasters



Sessions for
Radio Broadcasters



Sessions for
Television Broadcasters



Sessions for Radio and
Television Broadcasters

Saturday, April 23

2 - 6 p.m.
N258-260



NAB Small Medium Market Radio Forum

An exclusive industry forum covering the most critical topics for NAB small and medium market radio members, hosted by NAB's Small and Medium Market Radio Committee. Participate in can't-miss conversations on the topics that you care about the most during the industry townhall and roundtable discussions. Then, celebrate with your peers during the Closing Reception. [RSVP here](#) to reserve your spot and save \$100 on your NAB Show Conference registration.

Sunday, April 24

9:15 - 10:15 a.m.
N259-261



What Business are You In?

The media landscape has exploded with options for advertisers to consider. Adapting to this change can be challenging and rewarding. Ultimately, we are in the results business, but the tactics and platforms we use to achieve those results have evolved.

Host: Erica Farber, president and CEO, Radio Advertising Bureau

Presenters: Taja Graham, market president, Emmis Communications; Bob Leighton, chief executive officer, Leighton Broadcasting; Sabina Widmann, president and regional radio general manager, Univision Communications; John Zimmer, president, Zimmer Communications Columbia/Jefferson City, Mo.

9:15 - 10:15 a.m.
N258-260



Improving Sales Performance Through Coaching, Accountability and People Development

Understanding how to manage and coach a team of unique individuals, setting higher accountability standards and determining the right workflows to achieve performance metrics – all while navigating through constant changes in work environments related to the pandemic can be daunting. This must-attend session for television sales professionals and sales managers will give you tools and strategies to make an immediate impact on your bottom line when you return to your station.

Host: Jason Hagiwara, president and general manager, Allen Media Broadcasting

Presenters: Stephanie Downs, partner, vice president and senior consultant, The Center for Sales Strategy; Matt Sunshine, managing partner, The Center for Sales Strategy

9-11:30 a.m.
N249



Focus on Leadership Speaker Series

Join the NAB Leadership Foundation for the Focus on Leadership Speaker Series, a career development and networking program for broadcast managers and executives who are interested in developing their careers and improving their performance.

9-10 a.m.

Jeanine Turner, **Being Present: Strategies for Commanding Attention at Work (and at Home) by Managing Your Social Presence**

As our ability to pay attention in a world of distractions vanishes, it's no wonder that our ability to be heard and understood – to convey our messages – is also threatened. Whether working with our teams and customers or communicating with our families and friends, it is increasingly difficult to break through the digital devices that get in the way of communication. Drawing from 15 years of research, interviews and experience from teaching students and executives, Jeanine W. Turner offers a framework to navigate social presence at work and at home. By exploring four primary communication choices – budgeted, entitled, competitive and invitational – Turner shows when and where to employ each strategy to most effectively allocate our attention and command the attention of others.

10:15-11:30 a.m.

Mike Evans, **Achieve with Accountability: Ignite Engagement, Ownership, Perseverance, Alignment and Change**

Accountability crumbles silos, boosts teamwork and collaboration, strengthens camaraderie, creativity, resiliency, agility, trust and communication.

Achieve with Accountability presents a recipe for awakening the whatever it takes attitude to achieve what matters most to individuals, teams and organizations. Discover how to transform accountability into a positive, engaging and forward-looking experience that will secure your position in the new world of work. Learn how to kickstart a revolution that will blast your team or organization to new heights of success.

With the world coming at us fast and furious every day, it's easy to feel like you've lost control of your own life, your team or your organization. By choosing to take and lead accountability you reclaim control and can direct your own destiny. Your performance, your decisions and your results are all your responsibility: when you operate from that premise, magic happens. Achieve with Accountability shows you how to nourish that can-do mindset so you can begin to achieve what matters most.

This in-person session is open to all NAB Show attendees with a book signing taking place immediately after, 11:45 a.m.- 12:15 p.m. in the NAB Store, located in Las Vegas Convention Center Central Lobby.

10:15 - 11 a.m.
Member Lounge



Retooling Employee Benefits to Entice the Contemporary Workforce

The world of work has changed dramatically in recent years, particularly for benefits. Employee needs and expectations are still shifting, and your company's benefits need to evolve to stay competitive. It's a fact – enhancing employee benefit access has a measurable, concrete impact on business success. In this session you'll learn how benefit structures are evolving across the business landscape and hear the direct steps your company can take now to follow suit and become a leader in your markets.

BONUS: All session attendees will have the chance to enter to win one of four \$500 cash prizes courtesy of Joey Costa and Associates. Prizes will be awarded during the session.

Presenters: **Athena Fleming**, director, Industry Sales Professional Services, TriNet; **Carin Zubillaga**, director, Transition Strategy, TriNet

10:30 - 11 a.m.
Networking Lounge



Sip-an-Speak Series: Prospecting Quick Tips

Prospecting has evolved rapidly in recent years and successful sellers are adapting on the fly. Hear a few of the latest techniques for prospecting direct advertisers you can implement with your sales team.

Presenters: **Cory Cuddeback**, director of Sales, Beasley Media Group Las Vegas; **Julie Milam**, general manager and general sales manager, Marquee Broadcasting

10:35 - 11:35 a.m.
N259-261



Insights from the Futurists

The future is both exciting and daunting, but information is power. As we navigate the present and look to the future, this session will guide you through the trends and implications for your business and our world.

Host: **Buzz Knight**, chief executive officer, Buzz Knight Media
Panelists: **Ben Arnold**, industry analyst, Consumer Technology, The NPD Group; **Bryan Biniak**, founder and CEO, Connected Travel; **John Clark**, executive director, NAB PILOT; **Xavier Filliol**, chief operating officer, Radioline

10:35 - 11:35 a.m.
N258-260



What's Now and What's Next with NEXTGEN TV

The NEXTGEN TV rollout is in full swing in over 40 markets now, offering this new technology powered by ATSC 3.0. Hear from a panel of broadcasters including Pearl TV members as they discuss market launches, detail upcoming rollout milestones, share expectations and summarize near and long-term goals for this exciting consumer-facing deployment.

Host: **Bob Berry**, station manager, Sinclair Broadcast Group
Opening Remarks: **Todd Kalman**, senior vice president, Sales, Marketron
Moderator: **Anne Schelle**, managing director, Pearl TV
Panelists: **Skip Flenniken**, associate vice president, Business Development, Sinclair Broadcast Group; **Brett Jenkins**, executive vice president, Chief Technology Officer, Nexstar Media Group; **Shawn Makhijani**, senior vice president, Business Development and Strategy, NBC Spot On, NBCUniversal Owned TV Stations; **Kerry Oslund**, vice president, Strategy and Business Development, The E.W. Scripps Company

Noon - 3 p.m.
N249



NAB Diversity Symposium

Join the 2022 NAB Diversity Symposium, designed to help broadcast organizations develop corporate diversity, equity and inclusion (DEI) strategies and embrace diversity in media and the workplace. This in-person event continues the conversation around building inclusive company cultures and improving representation in the media and features new topics and speakers. This event is open to all NAB Show attendees.

12:15 p.m.

Removing Bias from the Hiring Process to Increase and Diversify Your Talent Pool

Are your recruitment and hiring practices inadvertently eliminating diverse talent? If you are more focused on "fit" and "type," you may be overlooking the best talent for the role. This session will examine some of the common missteps that organizations make during the hiring cycle and offer tips to remove bias from the process and ensure DEI is top of mind.

12:50 p.m.

Pipeline Partnerships: Building a Diverse Entry Level Pipeline That Attracts Top Talent to Every Job Function in Your Organization

There is plenty of qualified and diverse talent out there. They just aren't applying for your jobs! Hear from broadcasters and partner organizations that cultivate top tier, diverse, entry level talent ready to start their careers in every function from sales to engineering to finance.

1:45 p.m.

Start with Inclusion, Build the Brand, Attract the Talent

This session will explore how employers can assess and reframe their culture to create a fully inclusive environment that embraces the entire team. What are your employees checking at the door? Does your station have a culture that invites employees to bring their whole selves to work every day? Learn how to position your station to retain your superstars and compete for top talent.

2:20 p.m.

Representation Matters: Intersectionality On and Off Air

The *Las Vegas Review Journal* attributes much of the success of its new streaming newscast, "7@7," to having the most diverse anchor desk in the market. Hear directly from the "7@7" team as they discuss the importance of intersectional diversity represented on and off air.

11:30 a.m. - Noon
Networking Lounge



Sip-and-Speak Series: Digital Content Q-and-A

Hear strategy tips for mapping out your digital content and take direct questions in a small group setting unlike any at NAB Show before!

Presenter: Colin Benedict, vice president, News, Morgan Murphy Media

11:45 a.m. -
12:30 p.m.
Member Lounge



Low Cost, High Return Promotions

Looking for some new promotions that won't break the bank and will drive revenue to bring back to your station? Join fellow broadcasters as they detail a few of their most impactful recent client and on-air promotions.

Moderator: Geniece Granville, vice president and general manager, Davis Broadcasting
Panelists: Mark Anderson, vice president, Programming, Audacy Pittsburgh;
Scott Siler, chief operating officer, East Arkansas Broadcasters; MoJoe Roberts, program director, iHeartMedia Las Vegas

12:35 - 1:35 p.m.
N259-261



Life in the Fast Lane – Today's In-Vehicle Infotainment Insights

Buckle up for a road trip through the in-vehicle infotainment technologies of today and tomorrow. Join fellow broadcasters and automotive industry experts for fast-paced presentations and conversations detailing the latest technologies coming to vehicles. What consumer demands are pushing innovation? What dashboard puzzles are automakers looking to solve? How are broadcast and OTT services being deployed? How are broadcasters working with OEMs to keep radio front and center in dashboards? What's the on ramp for these emerging technologies and what unique opportunities does this all afford broadcasters? Station managers and executives, take the fast lane to this session for answers!

Moderator: Ginny Morris, chair and CEO, Hubbard Broadcasting
Panelists: Laurence Harrison, director, Automotive Partners, Radioplayer;
Scott Schmidt, vice president, Safety Policy, Alliance for Automotive Innovation;
Joe D'Angelo, senior vice president, Broadcast Radio, Xperi

Presentation: OTA Updates at One-Millionth the Cost

No car comes off an assembly line without multiple large and small electronic control units (ECUs) that often require frequent software updates. More and more of those ECUs use over-the-air (OTA) data updates at exorbitant rates from existing mobile networks. ATSC 3.0 will give auto manufacturers and fleet managers the ability to update a million vehicles and one-millionth the cost, while watching TV in the backseat at 70 miles per hour. Kerry Oslund shares 16 months of secrets from the Motown 3.0 Test Track.

Presenter: Kerry Oslund, vice president, Strategy and Business Development, The E.W. Scripps Company

12:35 - 1:35 p.m.
N258-260



KPIs and Category Insights – Broadcast TV Wins Big

Broadcast TV emerged from the pandemic bigger, better and stronger than ever. TVB Executive Vice President of Business Development Brad Seitter will showcase the newest independent third-party research highlighting the strength of broadcast TV. Seitter will also use sports betting and political category spend data to drive home how strong our medium is performing and take a look forward to our bright future with NEXTGEN TV. Then, TVB Senior Vice President of Business Development Brian Wexler will take a deep dive into the financial, insurance, retail and general services categories to offer strategies and insights into BIA Advisory Services' top projected local ad spend categories for 2022.

Host: **Katie Elliott**, local sales manager, Morgan Murphy Media

Presenters: **Brad Seitter**, executive vice president, Business Development, TVB; **Brian Wexler**, senior vice president, Business Development, TVB

1:15 - 1:45 p.m.
Main Stage



Rising Tide LIVE: Ashleigh Banfield in Conversation with Lester Holt

The 2022 NAB Show Main Stage starts here! Join veteran journalist and host of NewsNation's "Banfield" Ashleigh Banfield for an intimate conversation with the one and only Lester Holt prior to his acceptance of the 2021 Achievement in Broadcasting Hall of Fame Award later the same day.

Banfield's online series "Rising Tide" runs monthly and features guest VIP mentors from across the news landscape who are leaders in the industry and have agreed to share tips, secrets and career advice. Banfield knows everyone has a different career path, different challenges and a different need for advice. It's her hope that attendees will find valuable real-world guidance from the best in the broadcast journalism business.

Moderator: **Ashleigh Banfield**, host, "Banfield" and "Rising Tide," NewsNation

Panelist: **Lester Holt**, anchor and managing editor, "NBC Nightly News with Lester Holt," NBC

1:45 - 2:15 p.m.
North Capitalize
Floor Theater



Close More Sales and Drive Revenue with Digital Services

RAB never stops looking for new ways to help you help your advertising clients. The result is a flight of digital services that can help you find and qualify new business, streamline workflow and close more sales. From state-of-the-art CRM and lead generation tools to highly innovative programs that can generate new revenue streams for stations, digital services can help you work smarter and faster and power your sales strategy now and well into the future.

Presenter: **Dave Casper**, senior vice president, Digital Services, RAB

1:45 - 2:15 p.m.
Networking Lounge



Sip-and-Speak Series: Podcast Advertising Q-and-A

Join Hall of Fame podcaster Rob Greenlee of Libsyn for an intimate and interactive discussion on podcast advertising. Get your questions answered and gain a better knowledge of what advertisers look for from podcast properties.

Presenter: **Rob Greenlee**, vice president, Content and Partnerships, Libsyn

1:55 - 2:55 p.m.
N258-260



The Five Gifts: What Local Sellers Need from their GSMs, GMs and Corporate Sales Leaders to Excel Today

JDA.media gets real with senior management on what local sellers need from them to compete and win in today's selling landscape – reality check for anyone responsible for growing and getting the best out of sellers. President and CEO Angela Betasso and Executive Vice President Tom Ray will conduct a provocative session that strives to remove blinders and spur on five actions, or "gifts," senior leaders must give to get the best out of their company's most valuable asset – local sellers. This is an essential session for any general manager or corporate leader who did not come up through the sales channel – and great for those who did, too.

Host: **Michael Spiesman**, vice president, Sales and Marketing, Allen Media Broadcasting
Presenters: **Angela Betasso**, president and CEO, JDA.media; **Tom Ray**, executive vice president, Training and Development, JDA.media

1:55 - 2:55 p.m.
N259-261



A GPS Session for Your Stations Car Radio Strategy

Fred and Paul Jacobs lead this session providing radio broadcasters with actionable steps they can take to optimize their station's look and sound in the vehicles of today and down the road. The top listening location for radio remains vehicles, but today's dashboards have become more complex and competitive. Combining new 2022 research among 30,000+ radio listeners, the latest and greatest from CES 2022 and a free and updated best practices report from NAB, this session is packed with practical advice from leading experts in automotive, technology and radio broadcasting.

Moderators: **Fred Jacobs**, president, Jacobs Media; **Paul Jacobs**, vice president and general manager, Jacobs Media

Panelists: **Joe D'Angelo**, senior vice president, Broadcast Radio, Xperi; **Steve Newberry**, chief executive officer, Quu; **Lesley Rohrbaugh**, director, Market Research, Consumer Technology Association; **Suzu Schultz**, head of Marketing, Quu

2:30 - 3 p.m.
Networking Lounge



Sip-and-Speak Series: Recruitment Quick Tips

Recruiting new sales talent is top-of-mind across the country and more challenging than ever. Learn how your station can gain a leg up on the in-market competition with some modern tactics in both radio and television.

Presenters: **Angelina Rosario**, director of sales, Cox Media Group – Miami; **Katie Elliott**, local sales manager, Morgan Murphy Media

2:30 - 3:15 p.m.
Members Lounge



VBR – The Valued Business of Retail

Consumers have altered where, why and how they shop. Today's shopper expects more from the products they buy and the retailers who sell those products, but what appeals to them may vary by product category.

Presenters: **Annette Malave**, senior vice president, Insights, RAB; **Melissa Conforto**, manager, Research and Strategy, Provoke Insights

3:15 - 3:45 p.m.
North Connect
Floor Theater



Music Licensing with the RMLC and TVMLC

The world of music licensing is complex and confusing. Local radio and TV stations pay hundreds of millions of dollars to ASCAP, BMI and SESAC each year. Why is that? Bill Velez of the Radio Music License Committee and Janet McHugh of the Television Music License Committee will attempt to take the mystery out of music licensing in the broadcast industry and explain what you pay and why in this informative presentation.

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

3:15 - 3:45 p.m.
North Capitalize
Floor Theater



How to Grow and Develop New Salespeople Successfully

The good news, most of the skills and knowledge a salesperson needs to be successful can be taught. There is a blueprint and recipe for the successful training and development of the skills and mindset that a new salesperson needs in today's competitive advertising environment. Even better, this training if done correctly, can create a rising tide of skill development in your entire sales team as they participate and give feedback to the new salespeople. The bad news, what almost always predicts the success or failure of a new salesperson, we can't teach. But it can be evaluated and measured if you know what to look for. Join Matthew Burgoyne, Galactic Director of Simplicity and Co-Founder of Rumble, to analyze the blueprint for successfully evaluating, measuring, and training the next generation of superhero salespeople.

Host: **Katie Elliott**, local sales manager, Morgan Murphy Media

Presenter: **Matt Burgoyne**, co-founder, Galactic Defender of Simplicity, Rumble

3:30 - 4:05 p.m.
Main Stage



In Conversation with Nick Cannon

As the 2022 NAB Show opens for the first time in three years, join us at the Main Stage for an intimate sit-down with superstar Nick Cannon as he discusses his career, budding talk show, and candid thoughts on how the industry has evolved over the past few tumultuous years.

Host: **April Carty-Sipp**, executive vice president, Industry Affairs, NAB

Guest: **Nick Cannon**, award-winning, multi-hyphenate talent

4:05 - 4:15 p.m.
Main Stage



Mentoring and Inspiring Women in Radio: Trailblazer Award Presentation

Following Nick Cannon, join us for this special presentation of the Mentoring and Inspiring Women in Radio Trailblazer Award to NAB's very own Chief Diversity Officer, Michelle Duke.

Presenter: **Ruth Presslaff**, founder and president, MIW Board of Directors, Presslaff Interactive Revenue

Honoree: **Michelle Duke**, chief diversity officer, NAB, and president, NAB Leadership Foundation

4:30 p.m.
Main Stage



The NAB Achievement in Broadcasting Awards

Join us for the 2021 and 2022 NAB Achievement in Broadcasting Awards! Following last October's exciting announcements, NAB will first induct award-winning journalist Lester Holt into the NAB Broadcasting Hall of Fame. Holt serves as the anchor and managing editor of NBC's flagship news broadcast "NBC Nightly News with Lester Holt." Then, following Holt, "All Things Considered" (ATC), the flagship news program of NPR, will also be inducted into the NAB Broadcasting Hall of Fame as the 2021 radio recipient. ATC made its debut broadcast 51 years ago on May 3, 1971, airing on 90 public radio stations. Now broadcasting live every weekday for two hours and for one hour every Saturday and Sunday, ATC is the most listened-to, afternoon drive-time news radio program in the country.

Moving on to the 2022 awards,, NAB's new radio Broadcasting Hall of Fame inductee is none other than Jim Bohannon, host of Westwood One's nationally syndicated radio talk show, "The Jim Bohannon Show."

Additionally, the recipient of the 2022 NAB Broadcasting Hall of Fame television inductee and the 2022 Digital Leadership Award winner will be recognized. Details and announcements coming soon.

Hall of Fame Inductees: **Ailsa Chang**, host, "All Things Considered," NPR; **Jim Bohannon**, host, "The Jim Bohannon Show," Westwood One; **Lester Holt**, anchor and managing editor, "NBC Nightly News with Lester Holt," NBC; **Drew Carey**, host, "The Price is Right"; **Evelyn Warfel**, executive producer and showrunner, "The Price is Right"; **Carla Tallo**, executive producer, "All Things Considered," NPR

Monday, April 25

9 - 10 a.m.
Main Stage



NAB Show Welcome

In his first ever state of the broadcast industry remarks, NAB President and CEO Curtis LeGeyt will share his vision of NAB's role in strengthening the future of the broadcasting industry and address the issues impacting local radio and television stations.

Also during this session, NAB will present the NAB Distinguished Service Award, which is given to broadcasters who have made significant and lasting contributions to America's broadcasting industry, and the National Radio Award.

Presenter: **Curtis LeGeyt**, president and CEO, NAB

Award Recipients: **Caroline Beasley**, chief executive officer, Beasley Media Group (National Radio Award); **Gordon H. Smith**, former NAB president and CEO (Distinguished Service Award)

9:15 - 10:15 a.m.
N258-260



Trusting the Content We See: How an Industry-Wide Effort is Battling Inauthentic Content

We are witnessing extraordinary challenges to trust in media. Knowing how a piece of content was made is critical to ensuring transparency, understanding and trust. This is important for all types of creatives, including broadcasters. As the speed of digital content increases, powerful creation, editing and distribution techniques are more available than ever; the same tools used to make and share legitimate content are also deployed to create and spread disinformation or misinformation. Join Adobe and other premiere media companies in this session as we discuss the Content Authenticity Initiative, working to bolster trust in content (images, video and other digital file formats) by adding robust, tamper-evident provenance data about how a piece of content was produced, edited and published. You will learn about the industry-wide work underway to fight mis- and disinformation, the timing of technology to combat it and what's to come in the future.

Panelists: **Andy Parsons**, senior director, Content Authenticity Initiative, Adobe; **Scott Lowenstein**, emerging tech research and development strategist, New York Times; **Judy Parnall**, head of Standards, BBC

10 - 10:45 a.m.
Main Stage



Fireside Chat with FCC Chairwoman Jessica Rosenworcel

Come join us for a conversation immediately following the NAB Show Welcome Session with FCC Chairwoman Jessica Rosenworcel, led by NAB President and CEO Curtis LeGeyt, concerning the chairwoman's priorities for 2022 and beyond. The conversation will cover the chairwoman's thoughts about what she sees coming down the road in the media, technology and telecommunications sectors, and her thoughts about the state of the broadcasting industry.

Moderator: **Curtis LeGeyt**, president and CEO, NAB
Panelist: **The Honorable Jessica Rosenworcel**, chairwoman, Federal Communications Commission

10:15 - 11 a.m.
Member Lounge



Developing Managers into Leaders

Introducing the IMPACT Sales Leadership System, a simplified framework to drive winning performance. It ensures your sales leaders make the right People decisions, follow the best Processes and engage in effective Planning to delivery top Performance. But more importantly for public or private companies it prepares the next generation to lead in an ever-changing and evolving local media and marketing landscape.

Presenters: **Stephanie Downs**, partner, vice president and senior consultant, The Center for Sales Strategy; **Matt Sunshine**, managing partner, The Center for Sales Strategy

10:30 - 11 a.m.
Networking Lounge



Sip-and-Speak Series: What's Your Problem?

As good as sales and leadership training can be, participants learn more from discussions than they do any trainers. In this session with limited attendance, we will discuss problems and challenges you face in your market and tap into the expertise and experience of other participants.

Presenter: **Jeff Schmidt**, senior vice president, Professional Development, RAB

10:35 - 11:35 a.m.
N258-260



Stop Tracking Sales Metrics that Cloud Decisions, Damage Leadership, and Kill Culture

It's true, you can't grow what you don't measure, but in a world where you can track and measure everything, more isn't always better. Join Matthew Burgoyne, Galactic Defender of Simplicity and Co-Founder at Rumble in analyzing what data we ask for and how we use that data can either help you grow revenue, empower your teams and beat the competition – or how tracking the wrong data, in the wrong way; damages your ability to lead, kills your culture, and creates flawed data and blurred vision for your company.

Host: **Katie Elliott**, local sales manager, Morgan Murphy Media

Presenter: **Matt Burgoyne**, co-founder, Galactic Defender of Simplicity, Rumble

11:30 a.m. - Noon
Networking Lounge



Sip-and-Speak Series: Presentation Quick Tips

Looking for some easy and actionable ways to make your client presentations stand out? Look no further than this fast-paced and highly informative discussion. Perfect for small and medium market radio and television revenue generators!

Presenter: **Mike Hulvey**, chief operating officer, Neuhoff Media; **Wendy Shelton**, director of Sales, KTNV-TV, The E.W. Scripps Company

11:45 a.m. -
12:30 p.m.
Member Lounge



A Local TV and Radio Station Guide to Podcasting Success

What does it take for a broadcast station to break into podcasting? KSL-TV and KSL Radio made the decision in late 2016 to commit resources to a podcast investigation with national interest, the disappearance of Susan Powell, and it paid off in a big way. The "COLD" podcast launched at number one on the Apple Podcast charts and has more than 55 million downloads. KSL Podcasts has launched several other projects with more in the works. What are the strategies behind a successful podcast? What are the benefits in committing time and resources to podcasting? Join Sheryl Worsley, vice president of Podcasting at Bonneville, and "COLD" host Dave Cawley to talk about what broadcasters need to keep in mind when they set out to create podcasts.

Presenters: **Dave Cawley**, host, "COLD" Podcast; **Sheryl Worsley**, vice president, Podcasting, KSL Podcasts

12:30 - 1 p.m.
Networking Lounge



Sip-and-Speak Series: LED Studio Quick Tips

Ready to make your studio broadcasts the most visually appealing in your market? Join Planar, the world's premier display provider for quick tips from around the country and the globe on the myriad ways you can use your LED studio monitors to create local newscasts and more that rival the look of any national broadcast.

Presenters: **Ritchie Argue**, virtual production, XR Product Manager, Planar Systems; **Kathleen Skinski**, general manager, Broadcast, Media and VR, Planar Systems

12:35 - 1:35 p.m.
N259-261



Audio Megatrends: What the Biggest Shifts in Listening Mean for Broadcasters' Future

The American audio consumer has never had more listening options. In an environment where listeners have connected car systems, smartphones and other digital platforms, combined with limitless content, broadcasters have more competition than ever. In this session, audio researchers will first level-set the current marketplace and just where listeners of all ages are spending their time. Then we'll discuss how broadcasters are already adapting to these rapid changes and how they can prepare for the future.

Host: **Dan McDonald**, vice president, Research, NAB
Presenters: **Rick Ducey**, managing director, BIA Advisory Services; **Laura Ivey**, director, Research, Edison Research; **Larry Rosin**, president, Edison Research; **Daniel Anstandig**, chief executive officer, Futuri Media; **Rob Walch**, vice president, Podcaster Relations, Libsyn

12:35 - 1:35 p.m.
N258-260



Ask the FCC

Join NAB for this annual event. Once again, we have gathered senior staff from the FCC for a conversation about the major broadcast issues currently before the FCC. The topics on tap for this year include media ownership, the importance of keeping your online public file up to date (including the political file), equal employment opportunity, updates of certain technical radio rules, EAS and emergency preparedness and the post-Incentive Auction transition. This is also your opportunity to take the microphone and ask the FCC about anything else that's important to your particular station.

Moderator: **Larry Walke**, associate general counsel, NAB
Panelist: **Holly Saurer**, chief, Media Bureau, Federal Communications Commission; **Barbara Kreisman**, chief, Video Division, Federal Communications Commission; **Al Shuldiner**, chief, Audio Division, Federal Communications Commission

12:35 - 1:35 p.m.
N255-257



Choosing Content That Resonates With Audio Audiences

Audible Executive Vice President and Head of U.S. Content Rachel Ghiazza joins Spoke Media Founder and President Keith Reynolds for an in-depth conversation on the decision-making process for choosing the right shows for the right audiences at the right time.

Hosts: **Dan Franks**, president, Podcast Movement; **Jared Easley**, vice president, Content and Community, Podcast Movement
Moderator: **Keith Reynolds**, founder and president, Spoke Media
Panelist: **Rachel Ghiazza**, executive vice president, Head of U.S. Content, Audible

1:45 - 2:15 p.m.
North Capitalize
Floor Theater



Unlocking the Future of Local OTT Advertising and How to Monetize It

In a fireside chat, Shawn Makhijani, senior vice president, Business Development and Strategy, NBCUniversal Owned TV Stations and head of NBC Spot On, will discuss local OTT advertising opportunities happening right now, how these opportunities can be monetized and why local stations should expand their OTT presence to propel the broadcast industry forward.

Host: **Bob Berry**, station manager, Sinclair Broadcast Group
Moderator: **Josh Miely**, director, Member Experience, NAB
Panelist: **Shawn Makhijani**, senior vice president, Business Development and Strategy, NBC Spot On, NBCUniversal Owned TV Stations

1:55 - 2:55 p.m.
N259-261



CEO Keynote: Transforming Radio in the Audio Renaissance

Radio continues to face down the pandemic just as audio entertainment reaches a new pinnacle in America. Hear from industry leaders David Field and Bob Pittman as they discuss how our business has and is pivoting away from old norms to new. You'll discover how these leaders have embraced change, created a future-focused culture throughout their organizations and diversified their content asset portfolios to ensure continued success in a rapidly changing media marketplace.

Opening Remarks: **April Carty-Sipp**, executive vice president, Industry Affairs, NAB
Moderator: **Curtis LeGeyt**, president and CEO, NAB
Panelists: **David Field**, chairman, president and chief executive officer, Audacy; **Bob Pittman**, co-founder, chairman and CEO, iHeartMedia

1:55 - 2:55 p.m.
N258-260



Local Television Audience Measurement in an D2C World

CTV, OTT, AVOD, SVOD, FAST...the acronyms keep growing as the TV landscape becomes more and more complex for both producers and viewers. Ratings for streaming TV are now available nationally, but is reliable measurement imminent for the local marketplace? How does the marketplace sift through the press releases of emerging streaming services to understand the true audiences of these new players? Our experts will explore the new local addressable TV ecosystem from every angle.

Host: Dan McDonald, vice president, Research, NAB

Presenters: Gavin Bridge, senior media analyst, VIP+; Brian Fuhrer, senior vice president, Product Strategy, Nielsen

3 - 3:30 p.m.
Member Lounge



Radio Saves Lives: A Conversation with FEMA

Federal Emergency Management Agency (FEMA) representatives lead a discussion about the vital role that radio broadcasters play during times of emergency. Hear FEMA's perspective on how radio broadcasters keep Americans safe, not only before disaster strikes through Emergency Alert System warnings, but as the most critical resource for detailed, hyper-local news and information as an emergency unfolds. Among other issues, FEMA and our experts from the radio industry will discuss the importance of radio as a communications tool for government authorities and emergency managers, the public safety benefits of radio access in automobiles, and recommendations for improving the resiliency of your station.

Moderator: Manny Centeno, project manager, FEMA, IPAWS

Panelists: Antwane Johnson, director, IPAWS, FEMA;

Jeff Littlejohn, executive vice president, Engineering, iHeartMedia

Lamar Smith, vice president, Engineering, Beasley Media Group;

Jeff Hugabonne, chairman, Connecticut State Emergency Communications Committee

3- 3:30 p.m.
Networking Lounge



Sip-and-Speak Series: NEXTGEN TV Executive Q-and-A

NEXTGEN TV has arrived in over 40 markets across the U.S., but what is it and what does it mean for your station's business? Designed for station managers and sellers, join two top broadcast executives who have been instrumental in the NEXTGEN TV rollout to learn what opportunities the technology affords local stations and to have your questions answered.

Presenters: Mark Aitken, senior vice president, Advanced Technology, ONE Media 3.0/Sinclair Broadcast Group; Anne Schelle, managing director, Pearl TV

3:15 - 3:45 p.m.
North Capitalize
Floor Theater



Five Ways to Speed Up Auto Prospecting

The auto industry has been on a wild ride, but experts say that things are about to change. Staying up to date and knowing how consumers feel and what they are looking for in their next vehicle will be what every dealer will want to know. In this session, you'll learn about the different tools and ways to speed up your auto sales.

Presenter: Annette Malave, senior vice president, Insights, RAB

3:15 - 3:45 p.m.
Central Create
Floor Theater



Podcast Production Management Extravaganza

Project management tools! Spreadsheets! Solid communication! We're making the nuts and bolts of production management fun and exciting! It's not always the sexiest stuff but managing a smooth and efficient production is the backbone that allows great creativity to flourish. Join Spoke Media founder Keith Reynolds to learn how we create the frameworks that support our creative endeavors.

Hosts: Dan Franks, president, Podcast Movement; Jared Easley, vice president, Content and Community, Podcast Movement

Presenter: Keith Reynolds, founder and president, Spoke Media

3:30 - 5:30 p.m.
Networking Lounge



Radio Happy Hour

Enjoy complimentary cocktails and entertainment while networking with radio peers.

4:15 - 5 p.m.
Main Stage



Jim Gaffigan LIVE!

To celebrate NAB Show's return, we're kicking things off big at the Main Stage with an exclusive afternoon of comedy with Jim Gaffigan!

Guest: Jim Gaffigan, actor, comedian

Tuesday, April 26

9:15 - 10:15 a.m.
N258-260



Crystal Radio Awards

Winners of the 2022 NAB Crystal Radio Awards, honoring outstanding community service efforts undertaken by radio stations, will be announced. Fifty finalists will be recognized and 10 NAB member radio stations will be honored for excellence in year-round community service.

Host: **Bill Wilson**, chief executive officer, Townsquare Media Group
Speaker: **Shawn Donilon**, executive vice president, Government Relations, NAB
Presenter: **Curtis LeGeyt**, president and CEO, NAB

10:30 - 11 a.m.
Networking Lounge



Sip-and-Speak Series: Broadcast and OTT: A Winning Combination

Over-the-top (OTT) is the hottest media local stations have to sell. But OTT is not broadcast, and it's important that local sellers and advertisers understand the difference between the two, and how the two mediums become stronger when paired together. In this quick talk, TVB will break down a winning strategy for pairing broadcast and OTT, as well as a recommended allocation for local advertisers. Insights on how to position an OTT platform will also be discussed.

Presenters: **Brian Allers**, senior vice president, Business Development, TVB; **David Buonfiglio**, vice president, Digital, TVB

10:30 - 11:15 a.m.
Member Lounge



What News Leaders Need Now

Remote work. Expanding news hours. Hiring problems. Threats to news staff. And an overwhelming sea of never-ending information coming at you and your staff 24/7.

These are unprecedented times, and news leaders need help. Artificial intelligence (AI) is the technology that can change your news world, reinvigorate your staff and give your team actionable big data to truly engage with your audience.

Presenter: **Tim Wolff**, vice president, TV and Digital Publishing Innovation, Futuri Media

10:35 - 11:35 a.m.
N258-260



Radio Small and Medium Markets Engage

Small and medium market radio experts share case studies and their profitable revenue-generating ideas and strategies.

Host: **Jeff Schmidt**, senior vice president, Professional Development, RAB
Opening Remarks: **Renee Ingenito**, vice president, Enterprise Sales, Marketron
Panelists: **Vedra Grant**, senior account executive, Beasley Media Group, Charlotte, N.C.; **Brandeis Hall**, vice president, Revenue Development, Radio One; **Jon Latzer**, digital sales director, Salem Media Group;

10:35 - 11:35 a.m.
N255-257



Podcast Networks: The Wild West of Podcasting

Today the term "network" can mean a whole lot of things in podcasting – from large organizations producing dozens of shows spanning every topic imaginable to smaller genre-specific productions that appeal to fanatics. Should independent creators look to join or start a network to expand the reach of their show? How should producers leverage an existing network for maximum benefit? Hear from leadership and talent from several successful networks for a conversation that will benefit creators of all sizes as they navigate the wild west of podcast networks.

Hosts: **Dan Franks**, president, Podcast Movement; **Jared Easley**, vice president, Content and Community, Podcast Movement
Panelists: **Conrad Thompson**, owner and host, AdFreeShows; **Eric Bischoff**, co-host, "83 Weeks with Eric Bischoff"; **Flame Monroe**, host, "Laugh & Learn," iHeartRadio's Black Effect Network; **Kel Dansby**, host, "The Corner Podcast," on Blue Wire Network; **Jordan Harris**, general manager, Wynn Partnership at Blue Wire

11:30 a.m. - Noon
Networking Lounge



Sip-and-Speak Series: 360 Degrees with Joel Denver

A conversation with All Access President and Publisher Joel Denver. This session will focus on 360 degrees of media and entertainment, talking about the business of music, audio, radio, consumption by today's audience and new technologies that will expand the industry's horizon. Moderated by the president of McVay Media Consulting, Mike McVay.

Host: **Mike McVay**, president, Benztown + McVay Media Podcast Networks
Presenter: **Joel Denver**, president and publisher, All Access

11:45 a.m. -
12:30 p.m.
Membership Lounge



2022 and Beyond – Hybrid Station Operations

A lot has happened throughout the pandemic and it's time to catch up. Myriad innovative solutions for working remotely have been implemented to allow broadcasters to stay on the air. A panel of engineering and IT experts will share their findings and take questions about what they see remaining applicable to our post-pandemic future. What interim measures are now best practices and how differently do we view DR facilities than we once did?

Moderator: **Paul McLane**, editor in chief, Radio World
Panelists: **Sarah Foss**, chief information officer, Audacy; **George Molnar**, senior director, Technology, WTOP News and Federal News Network; **Brian Olinger**, technology manager, WTOP News and Federal News Network; **Lamar Smith**, vice president, Engineering, Beasley Media Group

12:35 - 1:35 p.m.
N259-261



Successful Partnerships: How to Build and Develop Successful Revenue Opportunities

Looking to grow business beyond broadcast signals is something broadcasters have not had to do for many years, and now it's a trend that's hotter than ever. What types of businesses and partnerships can help broadcasters evolve and adapt in this highly changing world. Learn from broadcasters on how to creatively connect with other entities in your town or state or build partnerships with companies to help compete in the world beyond the AM/FM signals.

Moderator: **Brooke Williams**, senior vice president, Membership, RAB

Panelists: **Bobby Caldwell**, founder, Bobby Caldwell Group; **Natalie Marsh**, general sales manager, Lotus Broadcasting Las Vegas; **Bob Proffitt**, president and CEO, Alpha Media

12:35 - 1:35 p.m.
N258-260



Television Small and Medium Markets Engage

Small and medium market TV experts share case studies and their profitable revenue-generating ideas and strategies.

Opening Remarks: **Renee Ingenito**, vice president, Enterprise Sales, Marketron

Presenters: **Jason Hagiwara**, president and general manager, Allen Media Broadcasting;

Julie Milam, general manager and general sales manager, Marquee Broadcasting; **Mike Oates**, vice president and general manager, Gray Television; **Julie Pruett**, senior vice president and regional manager, Broadcasting, Nexstar Media Group; **Michael Spiesman**, vice president, Sales and Marketing, Allen Media Broadcasting

1 - 1:45 p.m.
Membership Lounge



Creating Multi-Dimensional Environments for Cross-Platform Storytelling

A conversation with industry visionaries for set design and technology covering how operations of any size can be more chameleon-like in their ability to rapidly adapt to developing events and demands of audiences across all platforms.

Stations and other content creators are producing more content on more platforms than ever while the media landscape has more competition than ever. The challenge: to produce content simultaneously for multiple platforms in the most efficient and flexible way. Environments and workflows that foster exceptional storytelling and engage multiple audiences can be created that allow content creators to be nimble, efficient and profitable in expanding cross-platform markets. Operations of any size can be more chameleon-like in their ability to rapidly adapt to developing events and demands without large outlays of money, time, or personnel. In this informative session, engage with industry experts who will share attitudes, solutions and best practices for navigating these rapidly developing demands.

Moderator: **Mike Khatcheressian**, vice president, Media Production, NAB

Panelists: **Kathryn Mosher-Boule'**, executive vice president, Angry Badger Productions; **Kevin Ferrara**, vice president and co-founder, Magis Media; **Lonnie Juli**, president and chief creative officer, Angry Badger Productions

1:45 - 2:15 p.m.
North Capitalize
Floor Theater



Programmatic in Podcasting – Positive or Negative?

As more marketing dollars flood the podcast ad space, the urgency around adapting programmatic technology for the buying and placing of ad content in the channel has reached a fever pitch. Publishers and networks rightly see the success of streaming audio and have identified an additional lane for revenue, but is our industry weighing the pros and cons? Krystina Rubino, general manager of the offline and podcast marketing practice at Right Side Up, lived through the programmatic rush in digital display media and has concerns. Will programmatic really benefit advertisers, publishers and creators, or will it ultimately dilute the magic of the podcast ad for all parties involved?

Hosts: **Dan Franks**, president, Podcast Movement; **Jared Easley**, vice president, Content and Community, Podcast Movement

Presenter: **Krystina Rubino**, general manager, Offline Marketing Practice, Right Side Up

1:45 - 2:15 p.m.
Networking Lounge



Sip-and-Speak Series: Legal and Regulatory Q-and-A

Rick Kaplan, chief legal officer and executive vice president, Legal and Regulatory Affairs, NAB, is here to answer all your "inside the Beltway" regulatory queries.

Presenter: **Rick Kaplan**, chief legal officer and executive vice president, Legal and Regulatory Affairs, NAB

1:55 - 2:55 p.m.
N255-257



The Future is Now: Telling Creative Stories with Technology on The Weather Channel

Join meteorologist Jim Cantore and colleagues from The Weather Channel as they showcase Immersive Mixed Reality, their proprietary system that takes climate science and adds a touch of Hollywood blockbuster magic to help tell a very realistic and engaging story about what happens in major weather events. This powerful NAB creative technology panel session will entertain, inform and inspire as The Weather Channel team provide an overview of how they approach and explain the environment around us.

Host: **April Carty-Sipp**, executive vice president, Industry Affairs, NAB

Presenters: **Byron Allen**, founder, chairman, and chief executive officer, Allen Media Group & Entertainment Studios; **Jim Cantore**, on-camera meteorologist, The Weather Channel; **Mike Chesterfield**, senior director, Weather Presentation, The Weather Channel; **Tom O'Brien**, president and executive vice president, Weather Group and Allen Media Group; **Michael Potts**, vice president, Design, The Weather Group; **Nora Zimmert**, president, News and Original Series, The Weather Group

1:55 - 2:55 p.m.
N259-261



Breaking News Barriers: 175 Years of Innovation in Factual Reporting

The media industry is experiencing a period of sustained transformation, and navigating those changes successfully is key to organizational endurance. Hear from the Associated Press (AP), a news organization that has had to continually reinvent itself, navigating complex industry changes. Since its origins in 1846, the AP has been an innovator in content delivery — from boat to horseback, telegraph to images, radio to video and computers to digital — on the approaches taken to face the ever-changing industry and its emerging technologies.

Presenter: **Michael Fabiano**, vice president, general manager, Americas, Associated Press

1:55 - 2:55 p.m.
N258-260



AWM Presents: Leadership that Looks Forward

Last year the Alliance for Women in Media (AWM) celebrated their 70th anniversary. To commemorate the occasion and to celebrate their continuing and lasting impact, join a panel of AWM luminaries as they discuss how they lead, what factors drive perpetual growth and how their roles across the media landscape today are shaping its tomorrow.

Moderator: **Christine Travaglini**, president, Katz Radio Group

Panelists: **Angie Balderas**, senior vice president, general manager, Entravision Communications; **Tracy Gilliam**, chief strategy officer, Futuri Media; **Susie Hedrick**, chief executive officer, vCreative

2:30 - 3 p.m.
Networking Lounge



Sip-and-Speak Series: DTS AutoStage Q-and-A

Join Xperi's Senior Vice President of Broadcast Radio Joe D'Angelo for an up-close conversation about the creation and benefits of DTS AutoStage, the only global hybrid radio solution. Learn how this dashboard technology delivers a robust, consistent and engaging user experience to drivers across the globe and why its impact is so beneficial to American radio companies.

Presenter: **Joe D'Angelo**, senior vice president, Broadcast Radio, Xperi

2:30 - 3 p.m.
Membership Lounge



What's Your Radio Station's Succession Plan?

As you look to the future beyond next month, next quarter and next year, there's your next phase. But what about your stations? Ownership transitions can be tricky – from knowing where to begin to understanding layers of laws and regulations. This discussion will clue you in to what the process entails and the initial decisions you'll face.

Moderator: **Bradford Caldwell**, vice president, Member Experience, NAB

Panelists: **Greg Guy**, managing partner, Patrick Communications; **Susan Patrick**, managing partner, Patrick Communications

3 - 5 p.m.
Networking Lounger



TV Happy Hour

Enjoy complimentary libations and entertainment while reuniting with your TV peers.

3:15 - 3:45 p.m.
West Connect
Floor Theater



Protecting Your Content from Cyber Threats

Cyber threats are more prevalent than ever, and television and radio broadcasters alike are not immune. While reviewing recent cyber-attacks against broadcasters as a backdrop, discover the potential risks stations face in the cyber realm, learn the most common attack vectors for broadcasters, understand common misconceptions that need to be corrected and learn about actionable steps and readily available tools stations can deploy to protect their content and their infrastructure. A must-attend session for every station manager or executive.

Presenter: **Motty Anavi**, system architect, Video Flow

3:15 - 3:45 p.m.
Central Create
Floor Theater



Media, Meta and More with Caroline Beasley

Broadcast trailblazer and Beasley Media Group CEO Caroline Beasley sits down for a one-on-one conversation to talk about the company's successful ventures in broadcast, digital, eSports and the dashboard, as well as share her thoughts on what the future can potentially look like and hold for broadcasters in the Metaverse.

Host: **John Clark**, executive director, NAB PILOT

Presenter: **Caroline Beasley**, chief executive officer, Beasley Media Group

3:15 - 3:45 p.m.
North Capitalize
Floor Theater



TriNet Tips to Retain Top Sellers and Talent

In this fast-paced session discover myths and truths about finding and keeping great sales and on-air talent in a competitive job market.

Host: **Julie Milam**, general manager and general sales manager, Marquee Broadcasting

Moderator: **Athena Fleming**, director, Industry Sales Professional Services, TriNet;

Panelists: **Kristine Gunn**, executive director, Talent and Organization Management, TriNet; **Allen Power**, senior vice president, Salem Media Group

3:15 - 4 p.m.
Member Lounge



Station Education Session: Technology Apprenticeship Program (TAP)

Join the NAB Leadership Foundation to hear more about the Technology Apprenticeship Program (TAP), an educational and technical fellowship program designed to train, inform and recruit a diverse workforce that meets the emerging technology and engineering needs within the broadcasting community.

- Meet current TAP participants.
- Learn how this program benefits your station.
- Hear how the program is growing through new content modules and learn about the Station Technology and Engineering Pathway (STEP).
- Discover how your station can help the industry by providing internships and more.

Speakers: **Michelle Duke**, president, NAB Leadership Foundation; **Paloma Johnson-Walker**, TAP program manager, NAB Leadership Foundation; **Deb Grivois**, director of Engineering, WLWT-TV; **Bill Hayes**, director of engineering, Iowa Public Broadcasting; **Anthony "Tony" Plosz**, chief technology officer, Graham Media Group

3:30 - 4 p.m.
West IC
Floor Theater



The Media Rating Council Re-enters the Spotlight

Chartered by Congress in the 1960s, the Media Rating Council (MRC) received industry-wide attention in September when it suspended its accreditation of Nielsen's TV audience measurement services following the undercounting of TV audiences during the height of the COVID-19 pandemic. In this Q-and-A, representatives from the "sheriff of Nielsen" will discuss its role in the audience measurement ecosystem, the renewed public scrutiny of audience measurement services and its perspective on new measurement techniques covering both traditional and digital media.

Host: **Dan McDonald**, vice president, Research, NAB
Presenter: **Dr. David Gunzerath**, senior vice president and associate director, Media Ratings Council

Wednesday, April 27

9:15 - 10:15 a.m.
Main Stage



Executive Leadership Series: Gordon H. Smith and Byron Allen

Join media executive and NAB Television Board member Byron Allen for a candid and informative conversation with former NAB President and CEO Gordon H. Smith in his last appearance at NAB Show. The two will discuss their unique career paths, respective roles as advocates and leaders and speak on the value of local television.

Host: **Curtis LeGeyt**, president and CEO, NAB
Moderator: **Gordon Smith**, former president and CEO, NAB
Presenter: **Byron Allen**, founder, chairman and chief executive officer, Allen Media Group & Entertainment Studios

10:15 - 10:30 a.m.
Main Stage



"Let Freedom Sing" Live

On March 20, The Lost Trailers and Chandler Flint released the Ukraine support anthem, "Let Freedom Sing," to raise funds for The Red Cross and the aid they are providing in Ukraine through The International Committee of The Red Cross (ICRC). Join us for a special performance of this song by Stokes Nielson and Chandler Flint on the NAB Show Main Stage as we stand in solidarity with the people of Ukraine.

Performers: **Stokes Nielson**, The Lost Trailers; **Chandler Flint**, independent singer-songwriter

10:30 - 11:30 a.m.
Main Stage



Closing Keynote: Why the Media and Entertainment Industry Should Think Like a Freak

Join us on the Main Stage for the 2022 NAB Show closing keynote featuring "Freakonomics" co-authors Stephen Dubner and Dr. Steven Levitt.

Since first published in 2005, "Freakonomics" and its multiple follow ups, documentaries and wildly popular podcast have kept the world entertained and informed with their quirky, irreverent and unconventional economics-driven takes on just about any topic you can imagine.

Now, Dubner and Levitt take the NAB Show Main Stage to share their thoughts, examples and anecdotes to help the media, entertainment and broadcast industry think like a freak following one of the most transformative periods in the industry's history.

Presenters: **Stephen Dubner**, award-winning author, journalist and radio and TV personality, Freakonomics; **Steven Levitt**, author and tenured professor of Economics, Freakonomics and University of Chicago