



2022 NAB Show Radio Broadcasters' Schedule at a Glance

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

Last Updated: April 6, 2022

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

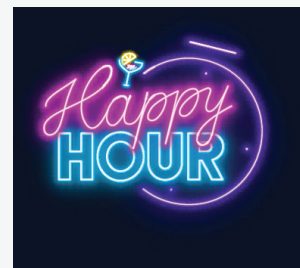
Grab a beverage of your choice and join us daily for a series of quick, intimate Q-and-A discussions with today's most influential leaders in broadcasting. Located in the Sip-and-Speak Corner of the NAB Networking Lounge in North Hall.

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.



Daily Schedule at a Glance for Radio 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

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

11:30 a.m. - Noon
Networking Lounge

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

Hear from Tim Clarke, senior vice president, Digital Audio Content, Audacy, on strategies for mapping out your digital content and get your questions answered in a small group setting unlike any at NAB Show before.

Presenter: **Tim Clarke**, senior vice president, Digital Audio Content, Audacy

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

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.

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 role will television broadcasters play? Where does NEXTGEN TV fit in? 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

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

Panelists: Laurence Harrison, director, Automotive Partners, Radioplayer;

Scott Schmidt, vice president, Safety Policy, Alliance for Automotive Innovation

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.
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; **Suzy 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

3:30 - 4:15 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

4:30 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 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: **Will Allen**, vice president, Community Products, Adobe; **Scott Lowenstein**, emerging tech research and development strategist, New York Times; **Judy Parnall**, head of standards, BBC

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

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

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

New Perspectives for Local Radio Audience Measurement

The American audio consumer has never been both easier and harder to track. On one hand, connected car radios, smartphones and other digital platforms allow more touchpoints for measurement than ever thought possible. At the same time, limitless audio choice and disparate technical and data standards makes establishing marketplace norms seemingly impossible. In this session, radio researchers will first level-set the current audio marketplace and just where listeners of all ages are spending their time. Then, we'll discuss the growing digital audio marketplace and how radio buyers and sellers are coming together to establish new norms for measuring the reach and success of radio ad campaigns.

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; **Reggie Shah**, senior director, Research and Insights, Audacy; **Rob Walch**, vice president, Podcaster Relations, Libsyn

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

A Tale of Minnows and Whales: Limits on Broadcasters' Scale in a Sea of Competition

Two decades ago, a Federal Communications Commission report referred to broadcasting as surviving "in a sea of competition." But the competitors that broadcasters faced then were veritable minnows compared to today's whales. Even large radio and TV station groups are dwarfed by the pay-TV/broadband companies, online video providers like Netflix and audio companies such as SiriusXM and Pandora, let alone the tech giants that dominate advertising. How will broadcasters navigate these increasingly rough seas? This panel will address the limits on broadcasters' local and national scale by the FCC and the Department of Justice and the prospects for change in their ownership and merger policies.

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

Tell Great Stories and Pass the Mic - Creating Premium Podcast Content the Spoke Media Way

In a market cluttered with podcasts, how do you create something that cuts through? And perhaps more importantly, how do you create something that helps push the world forward? Join senior Spoke Media team members for a dissection of our creative process from development to delivery and learn how our mission to tell great stories and pass the mic informs every decision we make.

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

Presenter: **Keith Reynolds**, founder and president, Spoke Media

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

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

3:15 - 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

3:30 - 4:30 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

10:35 - 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; **Peter Tanz**, senior vice president, Midwest Communications

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

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

Reimagining Live Content Experiences with Realtime Tech

It's time to reimagine what live content experiences should look like. Movie theaters are looking for alternative content to bring audiences back, podcasters are exploring how to create more fan engagement and hybrid events are looking to connect on a deeper level with their attendees. This session will showcase the opportunity to bring a cloud-based, broadband interactive pipeline to theaters, venues and events across the country and give content producers a whole new platform for LIVE audience/fan engagement. The principals behind Magic Screen, a company co-founded by comedian Howie Mandel in association with a variety of technology partners, will showcase examples of how to bring real time interactivity to live and animated content. Join Magic Screen co-founder and CEO Dina Benadon and General Manager Jay Williams as they lay out the future of real time entertainment.

Presenters: **Dina Benadon**, co-founder and CEO, Magic Screen; **Howie Mandel**, actor, comedian, television producer, host, co-founder and CEO, Magic Screen; **Jay Williams**, general manager, Magic Screen

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 Oliger**, 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

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.
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, Business Development, 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.

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

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

Five Tips to Retaining Top Sellers

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

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

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 LeGeyst, 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

10:30 - 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